

VARIETY

PRICE
15¢

Published Weekly at 154 West 45th St., New York, N. Y., by Variety, Inc. Annual subscription, \$4. Single copies, 15 cents. Entered as second-class matter December 15, 1934, at the Post Office at New York, N. Y., under the act of March 3, 1879. POSTMASTER, 1934, BY VARIETY, INC. ALL RIGHTS RESERVED.

Vol. 116 No. 8

NEW YORK, TUESDAY, NOVEMBER 6, 1934

72 PAGES

CHORUS GIRL SHORTAGE

S.O. of N.J. Sends Lombardo Roadshow And Shorts on 1-Niters to Sell Oil

Standard Oil of New Jersey will backroll the Guy Lombardo band on a five weeks or more tour of one-nighters to ballyhoo a new petroleum product. Itinerary will take in the key cities of some 15 states in which the company has distribution. Besides the Lombardo unit, the barnstorming troupe will include singers and specialty dancers. Show is plotted to run two hours and will also offer a half hour of short subjects.

Deal with Lombardo was closed by the Jersey refinery direct. McCann-Erickson, agency for the S.O.N.J. account, had for weeks been negotiating on the subsidized roadshow idea with Paul Whiteman, when the petrol distrib decided suddenly to handle the proposition itself. Standing in Whiteman's way was his Kraft-Phenix contract which stipulates that he originate the Thursday night broadcast from New York. Railroad charges

(Continued on page 66)

MUSSOLINI'S FILM BID FOR CAPRA TO DIRECT

Rome, Nov. 5. Premier Mussolini is angling to get Frank Capra, Columbia director, to make a picture in Italy based on an original by Il Duce. Venture will be government-financed and is part of a plan to boost the local film industry into the world limelight. Mussolini is said to favor Capra because of latter's record and his Italian birth, which is supposed to give him an edge in depicting Italian life on the screen.

Nate Spingold of Columbia's home office said he knew nothing of the Mussolini offer, but added that such a deal would be handled direct with Harry Cohn on the Coast.

Erie Gets First Legit Since 'Abie's Irish Rose'

Erie, Pa., Nov. 5. 'Green Pastures' played to capacity at two performances at Shen's here, at \$2.50 top. Natives must have dug into the mattresses, as all theatres played to capacity on that date.

'Pastures' is the first legit show to hit town since 'Abie's Irish Rose' looped theatrical records by playing four weeks. Vance Minton, Shen's manager, is looking over the books and hopes to land another legit attraction before Thanksgiving. He's working on 'Ah Wilderness', with Geo. M. Cohan.

Town is so show-hungry that it takes with a subweek were hitting for Cleveland last week to catch 'Ah Thousands Cheer' at the Hanna.

Would-Be Grunter

Walter Dore Wahl, knockabout comedian in 'Life Begins at 8:00,' doesn't believe there's a future on the stage.

Under the management of Jack Curley, impresario of the grunter, Wahl is training to be a wrestler at George Bothner's gym in New York.

FAIR'S FINALE COST CHI PIX \$500,000

Chicago, Nov. 5. Closing two weeks of the Chicago World's Fair cost the exhibitors of this town \$500,000, according to the most conservative estimates among local film men. Whereas the Fair had generally built nabe trade during the main portion of the season, the closing weeks hurt because of the number of people who flocked out to the grounds for the final quint. All dailies were giving the Fair front page publicity and editorially urging the public to attend while they still had a chance.

In many of the nabe houses business was off around 50 per cent for the final two weeks, while the last few nights saw business drop to practically nil.

CHARLOTTE OFAYS CHEER MILLS BROS.

Charlotte, N. C., Nov. 5. Mills Brothers appearing locally with Tiny Bradshaw to play a dance made a special broadcast from Station WRT. Station exploited the event and drew a big attendance of both whites and negroes.

Unusual circumstances of the whites in station audience cheering the negro quartet is believed to be something of a precedent hereabouts.

SOVIET'S U. S. TALENT SCOUT

Soviet Government has appointed Alexander Buzs its American talent scout and booker, with instructions to dig up all available artists for vaudeville, circus, concert and other appearances in Russia.

Buzs has opened official offices under the name of Ansoy in the RKO building. He was formerly general manager of the Russian Grand Opera company in New York.

HOLLYWOOD COPS BEST B'WAY GALS

Acute shortage holding up some shows—Tough to find girls who can hoof

SALARY SLIDE

For the first time, Broadway is crying for good chorus girls. There's such an acute shortage of the better type of comely gals who can hoof that musicals on the way in are stymied and puzzled as to how to proceed.

Broadway is now considered a poor second to Hollywood in the way of chorines. Several other reasons for the shortage are offered, including the disappearance from the Broadway scene of men like the late Flo Ziegfeld, Earl Carroll and others of that beaut-picking school.

Pointed out that in the old Ziegfeld-Carroll days the lavish show producers were constantly on the hunt for lookers and even went into the sticks to find them. Now that isn't done. Although Carroll and George White are still functioning they produce but an occasional show and both have their eyes on Hollywood just as much, or more, than Broadway.

When Ziegfeld was around girls got as high as \$135 a week, the opposition producers being forced

(Continued on page 66)

Sherlock Cameras Tag Repeaters In Seething Cal. Voting Today

False Alarm

Friends receiving correspondence from Irene Castle McLaughlin have been alarmed at the black-edged stationery. Inquiry developed the mourning was for a pet dog.

Hollywood, Nov. 5. Use of film to check up on floaters and repeaters in hard fought elections may become general through idea of a rabid anti-Sinclairite here, to be given its first tryout in tomorrow's (Tuesday) election. Thinker-upper found out that investigators had uncovered numerous illegal registrations in various precincts, with the padders apparently being Sinclair supporters who figured to cast as many votes as possible for the Socialist-Democrat gubernatorial candidate.

Checking with Republican and Democratic leaders opposed to Sinclair, the anti-Sinclair rooster picked out six precincts that apparently were flooded with illegal registrations. He will station a cameraman at each one of the polling places, with instructions to get a snapshot of each voter who is challenged when he arrives to cast his ballot.

Photographs will be taken by a "candid camera," a small Leica which snaps photos on regulation motion picture film for about 2c each. At-

(Continued on page 12)

GUILD GOING CIRCUS FOR COHAN

Baltimore, Nov. 5.

The usually reserved Theatre Guild is letting down its hair in the manner in which it is exploiting the road tour of 'Ah, Wilderness.' Charles Washburn is advance p. a. for the O'Neill piece.

Ballyhoo play is getting decidedly circusy, and is, to an extent, a throw-back to days of minstrelsy and rep tours. And all with beaming approbation of the Guild and the play's cast. In single and two-nite stands and splits, street parades will be held, brass bands will thump it up when troupe comes into depots, etc.

In the larger towns, where week

(Continued on page 12)

COAST PATRONS BOO SCREEN VOTER TALKS

Hollywood, Nov. 5. Small riots and boos, with customers demanding their money back in numerous Fox West-Coast and indie houses last night (Sunday), may result in cancelling voter interview reels.

Audience requested what they considered anti-Sinclair trend of clips.

Bringing Back G. V.

Greenwich Village feels that now's a good time to 'revive' itself and to that end a Little Old New York Association has been formed to re-popularize what will be ballyhooed as New York's 'Left Bank.'

Village niteries are joining with the other Bohemian enterprises to bring back G.V., with Leo Foner payrolled at p.m. to exploit the sector, as he also did on behalf of the Harlem life belt.

Radio Voting

Some radio niteries (of secondary importance) picked up extra coin electroneering for the various candidates through the mike entertainment media.

Impatience of Kate Smith, Dornie, Amos 'n' Andy and Vallee were the most popular, as the spellbinders on traveling trucks, loud-speakered through the p.a. systems that 'Hello, everybody; this is Kate Smith speaking and asking you to vote for Emil Gans.'

Alex Tells 'Em, Gets Told

Woolcott's Cleveland Stand a 4-Day Burnup—Wisecracks and Insults

Cleveland, Nov. 5.

Alexander Woolcott, here for a department store's book-week campaign, started out to make the town Woolcott-conscious and wound up in a four-day controversy by burning up every clubwoman and newspaperman with sizzling remarks.

Calling one prominent book critic a 'big pansy,' he said that he thought William F. McDermost of the Plain Dealer the best dramatic critic in the country now, 'although there isn't any vitality left in the field of dramatic criticism.'

Speaking before a women's club, Alex shocked them cold when a female member asked his opinion about honesty. 'When a man talks so much about honesty,' he replied,

'It's like a woman boasting about her purity. It's suspicious of both. Half-a-don'ter blue noses get up and walked out in icy silence.'

Payoff came during one of his autograph-signing sessions when a sub-sister asked, 'Mr. Woolcott, what is your opinion of life?' Giving her a once-over, he snapped, 'My dear young lady, this isn't the place for such discussions, but if you'll come up to my room I'll—'

Girl burned scarlet while the crowd howled. One clubwoman beat Woolcott to the punch while driving him to a lecture. Alex kept screaming from the backseat for her to not go so fast. Driver pulled up in front of the lecture hall with a jerk that nearly threw him to the floor. 'Here's your stop, Mr. Woolcott,' she cracked, 'and I hope you notice that it's at the woman's entrance!'

Petry on Record as Not Joining Wax-Brokerage Pact with Deutsch

No deal will be consummated between the time brokerage office of Edward Petry and the World Broadcasting Co. Petry states that the two organizations tentatively canvassed the possibilities of arriving at a working arrangement, but that there simply wasn't any common ground.

Petry explains that he negotiated with Percy Deutsch of World directly and had no participation in any group deals whereby other time brokerage firms contemplate joining with World in the proposed exchange-of-favors pact.

Petry states his organization will mention the recording services of World as readily as the similar services of other disc-cutters, but will not hint the organization to push any one firm. Selling time remains the Petry organization's exclusive concern, he states.

As a means toward untangling the spot broadcasting business there has been discussions of World retiring from the brokerage business altogether and the station's reps, in turn, agreeing to use World recordings and to advance the sales of World's library service. So far as Petry is concerned no practical basis not involving amateurs on either side has been achieved.

Petry, who has entirely recovered from his siege of hospitalization following the N.A.R. convention, now represents 20 stations, covering 23 markets.

If Slightly Scar-ewy It's Okay on Phillips WGN Amateur Program

Chicago, Nov. 5.

"Would you like to be a radio announcer?" If so, rush over to the WGN studios any Monday, Wednesday or Friday at 8:45 p.m. and Phillips 66 gasoline will foot the bill while you take a chance at garbling a typical commercial. This is the scheme which brings an "amateur night" program backed by regular sponsor cash.

Program will be handled by Quin Ryan, who will introduce the amateur crooners, spiclers, sound-effects ginks, impersonators, etc. Not only that but the program will bring to the ether the first "Vox Pop" or "letters to the editor" session, allowing anybody to shove the mike and speak on their favorite subject or take a crack at their pet poeve.

Ad Lessons

Program will use an "instruction" gang in order to build up the sales plug. One of the amateur spiclers will be allowed to handle the plug, with Quin Ryan stepping in to say, "that's okay but handle that phrase about more power like this."

Station used an "amateur night" back in 1925 but that was strictly a sustaining shot. The trick of these amateur sessions is to get amateurs who are lousy enough to be funny. Will hold auditions in order to make certain to get the funny amateurs. That was the trouble on the other program; there weren't enough bad performers to be funny. At that time the station used Correll and Gordon (then known as Slim 'n' Henry) to stage the program by singing off-key as amateurs.

Phillips 66 gasoline starts a 20-week campaign over 20 stations this week. Of this group 20 outlets have been assigned one-minute recordings framed around impersonations of nude, screen and stage personalities by Ward Wilson, while the other five stations will do either sports announcements, newscasts or time signals.

KMOX, St. Louis, and WDAF, Kansas City, will each broadcast two five-minute sports periods a day. WFO, De Moines, will air news bulletins thrice daily; WGN, Chicago, will have Quin Ryan put on amateur auditions for these 15-minute spots a week and KSTP, Minneapolis-St. Paul, will do 21 time signals a week. All schedules cleared through the Lambert & Feeney agency.

Negro Listeners

WBNX, Bronx, which adjoins the Harlem section and gets its share of Negro radio aspirants finds only tepid interest is displayed by the average colored person in Harlem to radio as an institution or programs presented by members of its own race.

Religious programs which instill added impetus to Holy Roller gyrations and other remote ceremonies get a certain amount of attention, however.

Stock 'Tipster' Stuff on Air Out in Canada

Toronto, Nov. 5.

Following disclosure of stock-selling activities of certain brokerage houses here who have been multicasting Canadian investors, a ruling to Dominion radio stations prohibiting broadcasts of mining gossip and predictions on mining properties has been issued by Hector Charlesworth, chairman of the Canadian Radio Commission.

While the purpose of the ruling is to end "tipster" stuff sponsored by brokers and mining interests, certain reputable firms will be permitted to continue broadcasts confined solely to stock quotations. Five financial broadcasts over four Toronto stations, two of these Commission stations, are affected by the ruling.

Japanese Radio May Go Commercial to Spite Chinese Broadcasters

Advice received by American specialists in foreign commercial broadcasting indicate that the Japanese government may after the first of the coming year let down the bars against sponsored air enterprises. In Japan all broadcast facilities are government owned and operated and like the British system anything of a commercial nature is no go.

If the Japanese government goes through with its contemplated change of policy toward paid broadcast it will be largely due to the situation prevailing among Chinese stations, whose time is available to commercial enterprises. Japanese announcers are used by these Chinese outlets to pour their sales messages into Japan.

Sponsors Pre-Dating Recordings for Day-Date Shots of Disc, Live Shows

Chicago, Nov. 5.

All system of taking recorded shows right off the broadcast wires in order to save the extra talent cost for the separate radio disc program, is passing out of the picture. Agencies and sponsors are finding it's better to have one show for the broadcast and another show in the recording lab for the disc job.

And this for two reasons. The first is the major consideration that the lab job is always somewhat better than the off-the-wire discing. Second is most important in the case of serial programs, most of which are using contests pretty often. When taking the program off the broadcast wire the recorded shows can't possibly hit their individual stations until three or four weeks later. Which puts the sponsor in pretty much of a jam when running one of those short two-week contests. When announcing a closing date such as Nov. 10 over the broadcast wires, this date will have been already passed by the time the recorded programs finally get to the ether.

Aylesworth Personally On Listerine Met End

Listerine has closed the contrasts involving its bankrolling of the Metropolitan opera over NBC Saturday afternoon. Air series will start the week after Christmas and run from 10 to 14 weeks.

Hookup will take in practically every station on the NBC list, including KGU, Honolulu. Deal with the Metropolitan was handled personally by M. H. Aylesworth.

PETITIONS PILE UP AT FCC, WASHINGTON

Washington, Nov. 5.

Seven additional applicants for 100-watt quota-exempt transmitters sent the number of requests beyond 100 last week.

Proposals to build 100-watt stations came from John R. Langenegger, Poughkeepsie, N. Y., 1370 kc; Utah Broadcasting Co., Salt Lake City, 1500 kc; William L. Waltema, Muskegon, Ohio, 1200 kc; East Texas Broadcasting Co., Dallas, 1500 kc; Southern Minnesota Broadcasting Co., Rochester, Minn., 1310 kc; Philip J. Wiseman, Lewiston, Me., 1210 kc; and Wilton E. Hall, Anderson, S. C., 1200 kc.

Scramble of existing stations for better assignments was featured by application of National Battery Broadcasting Co., St. Paul, Minn., for permit for transmitter on 880 kc using 500 watts night and 1,000 day at St. Paul. Other requests included: WASHU, Iowa State University, Iowa City, increases from 500 watts to 500 night and 1,000 day; WNAH, Yankton, S. D., increases daytime from 2,500 to 5,000; WHIC, Cleveland, increases from 2,500 day to 5,000, or increase from 1,000 day and 2,500 night to 5,000 day and night; WERC, Superior, Wis., from 2,500 day to 5,000; WIDW, Topeka, Kan., from 1,500 day to 5,000; KPSD, Los Angeles, from 500 day to 1,000; KIII, Spokane, Wash., from 1,000 night and 3,000 day to 5,000.

Commission denied request for 50 watt, 1430 kc, station at Washington, Mo., and slated for hearing request for new 350-watt station on 1,350 kc at Dayton, D. Petition of KQKL, San Angelo, Tex., for change from 1270 kc to 840 kc and for power boost from 100 watts night, 350 day to 500 night, 1,000 day, also set for discussion.

Reconsidering former decision, Commission authorized WFMJ, Milwaukee, to boost daytime strength from 3,500 to 5,000 watts.

Readying Ramon Coast Air Setup for New Year

Hollywood, Nov. 5.

Preliminaries are under way here for starting the Ramon perfume commercial on a Coast network about Jan. 1. Whether it will be WBC or CBS has not been determined, according to local advice, but probability is it will go via the former.

Richard Condit of New York, handling the account coast through WABC, has sent Margaret Grayson out to lay ground plans for its "Famous Women" sketches, she to be followed by Beaumont Newhall, Chi actress, who plays the leads in the talk dramas.

Surveying the Surveys

Mathematicians among the ad agencies are ribbing NBC about an arithmetic fiasco contained in a network release giving the high-spots from a cross-country survey on daytime listening hours. Job, spots from a cross-country survey on daytime listening hours.

Final set of tables should give the reader an idea of the amount of time and labor involved in tabulating the results of the survey. Assignment, across the release, engaged a staff of 53 people working 1,135,000 man hours, and, it adds, a few thousand more man hours will be required to finish the thing.

Agency figure jugglers point out there must be something awry about the calculation. If 53 is divided into the stated total of man hours each man's share is 16,872 hours, and if it figured that each man will work eight hours a day and 300 days a year NBC couldn't have the tabulation completed in less than 7.5 years.

Hollywood Expansion by NBC May Put Pic Spot Second to N.Y.

Hollywood, Nov. 5.

Wendel Sues KSO for Remarks Over Ether

Des Moines, Nov. 5.

Paul Wendel, orchestra conductor, has filed suit in district court here asking \$10,000 damages from the Iowa Broadcasting co., declaring his orchestra was employed to broadcast over KSO last July in connection with a special broadcast by Jimmie Lunceford's orchestra.

Petition declares remarks were made over the air during the Lunceford broadcast which have damaged the plaintiff's reputation and business.

NBC Buys WMAQ Complete; Pays Chi News 500G

Chicago, Nov. 5.

NBC has bought the Chicago Daily News half ownership of WMAQ for a sum reported to be around \$500,000.

Station has been under a joint ownership between NBC and the Daily News for three years. At the time of the first sale an agreement was made that at the end of three years the net could buy out the other half, unless a further agreement was come to at the expiration of that time. Nov. 3rd was the expiring date.

Although NBC now has full ownership of the station, the agreement is that it will continue to call it the Chicago Daily News station and make no mention of the fact that it is NBC as is done with its other station, WENR. The net is not installing any change of policy or working setup. The free plug-in of the newspaper will get in part of the agreement, but any further expansion of time later will be treated as commercial.

Cavanaugh Act Goes CBS for Hash Acc't

Chicago, Nov. 5.

Eddie and Fannie Cavanaugh on WHBM locally for the Illinois Meat Company moves to the CBS chain Nov. 19 for five times a week from 12:16 to 12:30 CST. The sixth day, Saturday, may stay local.

They were formerly a vaude team and a pair of song pluggers. They transferred to WHBM when WIBO went off the air.

Italian Translation of 'Human Relations Court'

WOV carrying 'Court of Human Relations' in Italian script by special permission of the Macdonald publications. Same as used on chain with Italian group handling the translated versions.

Comes on Sundays from 5:30 to 6 o'clock, under direction of Mrs. Clara Adgate. James Caporuscio, announcer. This foreign version under sponsorship of DeMortol Macdonald company. Runs for 18 weeks.

With a steady increase of the number of trans-continental emanating from the NBC studio here, plans are being drawn up for an immediate doubling of the present facilities on the RKO-Radio lot.

Recently, due to cramped conditions and crowding in of out-going material, the chain has been forced to switch some of its programs to the stage of Recordings, Inc.; but with the return here of Don Gilman, Coast NBC v.p., orders went out for the extension.

Gilman, who got an okay for the new construction while in New York, predicts that within a few months Hollywood will rank next to New York in air importance. Currently, he says, Hollywood, due to the influx of stage and radio easterners to films, has now three times as many names wanted for radio as any other spot in the country, excluding New York.

At the present time NBC is sending around 15 programs a week across the continent either from here or San Francisco. With the exception of one emanating from KFI, the local network outlet, all are commercials.

Gilman reports national advertisers are more Hollywood name conscious than ever before and that it is indicated this is to extend even further.

NBC v.p. returns here tomorrow night from San Francisco and will attack around the local plant until the new expansion gets under way.

ABS Hopes to Inherit Cleveland Outlet If Daily Gets 640 Okay

American Broadcasting System has an especial interest in the outcome of the scramble for the 640 k.c. channel. In the event the Federal Communications Commission grants the Cleveland Plain Dealer's bid to move WABU from Columbus to Cleveland the latter town will find itself with an additional affiliate station open to network affiliation.

Currently on the NBC list are WTAM, NBC-owned, and WGAR, controlled by the same interests that operate WJR, Detroit, while CBS' present association is with WHIK.

Air Lead Fies East For Pickford Series

Hollywood, Nov. 5.

Gale Gordon flew east over the week-end to appear as lead opposite Mary Pickford in her eastern feature, "Michael and Mary."

On completing the Pickford trial broadcast, Gordon stays east to play Kay Van Riper's lead in "Coronets."

BCA Mouthpiece on Coast

Hollywood, Nov. 5.

Frederick Leuchner, of RCA's New York local department, is now an legal chief of the BCA outside on the Coast, principally to look after NBC work.

He'll be quartered on the RKO-Radio lot in the NBC's offices.

RADIO SPLITS MENNONITES

Chain Income from Time Sales

NBC				
	1934	1933	1932	1931
January	\$3,373,923	\$1,669,886	\$2,035,447	\$2,028,000
February	3,197,707	1,742,764	2,871,000	1,824,776
March	3,478,400	1,907,403	2,894,783	2,164,434
April	2,385,118	1,690,177	2,040,202	2,196,350
May	3,473,394	1,603,887	2,306,448	2,101,623
June	2,192,742	1,512,139	2,081,466	1,931,151
July	1,364,430	1,279,903	1,526,485	2,057,975
August	1,736,355	1,607,433	1,745,335	1,309,437
September	1,960,104	1,555,000	1,807,795	1,951,820
October	2,776,947	2,136,046	2,002,273	2,319,001
Total	\$22,305,162	\$16,939,828	\$22,556,454	\$26,534,901

CBS				
	1934	1933	1932	1931
January	\$1,405,948	\$941,465	\$1,344,842	\$992,114
February	1,397,823	884,977	1,319,414	750,331
March	1,524,904	1,016,102	1,436,050	1,110,526
April	1,371,001	775,489	1,254,502	1,076,108
May	1,255,587	624,256	1,026,944	1,060,362
June	926,390	555,050	918,530	1,037,280
July	826,290	442,414	591,133	877,360
August	606,230	499,838	540,342	774,518
September	706,491	547,203	685,183	947,138
October	1,782,461	1,125,193	972,368	1,099,717
Total	\$11,500,714	\$7,413,093	\$10,480,708	\$9,460,638

Columbia Time Sales in Whirlwind Pickup of 56% Over October, 1933; NBC's Two Networks, \$2,776,947

Both Columbia and NBC last month exceeded all estimates of what the week would take in from time sales. CBS not only bettered its October, 1933, take but established a new monthly high. CBS the past month drew \$1,782,461 from facilities sales, with the figure representing a jump of 56% over the gross for October, 1933. Columbia's previous record also was the \$1,844,004 for March, 1934. Difference between the latter figure and the network's October, 1934, tally is 44.8%.

With NBC last month's gross of \$2,776,947 meant a 30% boost over its October, 1933, level and 20% better than the week figured in October, '33. In October, '33, the revenue from time sales came to \$2,136,046, while in October, '32, the previous October high for NBC, it was \$2,118,001.

Estimates are that CBS will this month continue to maintain the October margin of increase. Web for November, '33, took in \$1,277,459, or \$20,000 better than the previous November. NBC should also this month have no trouble repeating its October edge, if not bettering it. In November, '33, tally from time sales was \$2,136,046, while the gross for the preceding November amounted to \$2,415,005.

NBC SURVEYS HANSEN

Taste Following of Manhattan Book Reviewer

NBC is checking on the listening pull of book talks by Harry Hansen, critic of the New York World Telegram, which are now a once-weekly sustaining feature of the Woman's Radio Review. Tabbing done through free offer of a pamphlet by Hansen on Twenty Leading Books of the Twentieth Century. The brochure contains a brief review of each of the twenty volumes which Hansen thinks every person should read in order to be familiar with the best of the present century provides in literature. The check is by individual stations, through which the booklet can be obtained. It is unusual for NBC to attempt to gauge the response to a sustaining talk like Hansen's; may be that other the chain, the entire himself, or a possible sponsor has other broadcasting plans in view.

BISHOPS' EDICT BRINGS DEFI

Strictest Sect in America Accepts Church Rules Prescribing Mode of Dress, Manners, and No Automobiles but Rebels At No Radio Rule

SCHISM

By Bob Fosdy

Lancaster, Pa., Nov. 5.

Splitting wide open one of the oldest and most severe religious denominations in the nation is a controversy which has divided long bearded bishops into rival camps and silent, serious congregations into embattled throngs.

The Mennonites, intact since they came to America from Switzerland in 1725 headed their leaders when rubber tired buggies were denied them. They have accepted the dictum barring them from riding in automobiles, and they have obeyed to the letter every ruling the Board of Bishops has issued on the length of skirts, the number of petticoats, the width of a man's hat brim, the number of buttons on his trousers and the length of the beard he must grow. The women have long since bowed to the order making gray the predominant color in their dress and requiring them to keep their heads covered during every waking hour.

But the Mennonites have refused to accept the edict telling them they dare not, on penalty of expulsion from their church, have radios in their homes.

Worldly Messages

The Bishops, brazier of mind in recent years pretended not to notice that in approximately 10% of several thousand Mennonite homes in this section the air waves were carrying in their worldly messages. But they did rebel when one of their ministers began broadcasting daily programs of religious education over Station WGAL in this city.

In the heart of the Mennonite section, the words of Paul Moseman, preaching manufacture of peanut butter began to be heard in an increasing number of homes. He was the instrument through which dozens of radio receivers were sold in homes which previously would not tolerate them and he began to amass an audience of threatening proportions. However, he was left unmolested to continue his "Christian Workers Fellowship" program until he began to attract other young Mennonite ministers to the microphone. Then the Bishops stepped in.

Among them was Crusader Moseman's own father, one of the oldest and most respected Bishops of the congregation. He sat silently in the council which temporarily suspended his son from the congregation and denied him of all its privileges.

Moseman was temporarily expelled, with a period of grace in which to return to the fold. Instead, however, he purchased more air time over WGAL and took to the waves for full half hour each Sunday, carrying his appeal to an even greater number of his fellow churchmen and creating unexpected sympathy for himself and his cause.

Moseman estimates there are at least 15,000 Mennonites in Lancaster County and probably half that many more within the listening radius of station WGAL. If his plans, now being formulated and rapidly nearing completion are successful, he plans to buy two half hour programs every day of the week, every week of the year for broadcasting church services from the studios. Newspaper advertisements have already appeared in local paper soliciting support for the

WSGN, Birmingham, Asks Public Aid In Efforts to Get Tumble from NBC; Would Share with Part-Time WAPI

Preparedness

Los Angeles, Nov. 5. Studio attaches of KNX, were shivered one night last week when Rev. Dr. Martin Luther Thomas appeared to make a political plea in behalf of Merriam's gubernatorial candidacy. He began proceedings by placing a six-shooter on the reading desk. "My life has been threatened," he said, "but I'm prepared."

He sure was, for in addition to the cannon he also was covered by a squad of bodyguards.

HEAR REPORT OMAHA WORLD GETS WOW

WOW, Omaha, is reported to be on the verge of switching ownership from the Woodmen of the World to the Omaha World-Herald, with the selling price \$350,000 and the option figure \$15,000. It is also reported that with the transfer of ownership the station will drop its NBC affiliation and join the Columbia list, and that KFAB, Lincoln, Neb., now tied up with WDBM, the CBS Chicago keep, on a synchronization arrangement, will shift allegiance to NBC.

Woodmen of the World queried by Vannoy about the reported move, yesterday (Monday) telegraphed "Any story regarding sale of WOW absolutely unfounded." Wire was signed by William Ruess, personnel director.

Scott Stays at WCAU

Philadelphia, Nov. 5. Alan Scott, who walked out on WCAU last Friday (3) has patched up his financial arrangements and remains at a post. Understood Scott was unwilling to sign a body-and-soul contract with WCAU artists' bureau at the money originally offered.

Scott has been occupying the Boke Carter niche and otherwise getting a build-up on station.

project and it was said by Moseman that he'll be ready to go ahead just as soon as funds for the first six months of operation are in hand. The Mennonites date their origin to the time of the Reformation and a little later and gained their greatest strength in Switzerland about the time the Quakers and the Puritans came into existence. Led by a stern apostle, Mennis, they denied themselves of every indication of vanity, pride and worldly living. After migrating to America they remained true to these precepts through a century and a half, liberalizing very slightly with the changing of the times. Then one branch decided that the Church was slipping, and so created the Reformed Mennonites which are even more severe than the church they deserted. Respected business men and farmers, the Mennonites' word is in high esteem. They hold much wealth in one of the wealthiest agricultural sections of the country and have migrated into but few other parts of the continent. Aside from the group in Pennsylvania, there are smaller settlements in Virginia and in Ontario, Canada.

Birmingham, Nov. 5. Appealing to the fans to assist the station get a portion of the NBC programs, Steve Cliser, manager of WBCN, Birmingham, says he has already received around 5,000 letters. Station, few years ago considered an also ran in Birmingham, has picked up mainly through showmanship and now claims as many listeners as the other top stations.

A couple of weeks ago Cliser decided to take the matter of obtaining some of the NBC programs to the public. Appeals to NBC brought no response. Several announcements were made daily urging listeners who wanted to hear NBC programs over the station to write letters. Cliser said these letters would be taken to NBC and to the advertisers as well.

WAPI now gets NBC programs but is not on a full time basis, sharing with Tulsa, Okla. Because of having to share this time some of the programs are not repeated in Birmingham and Cliser wants what WAPI cannot get.

In one of his announcements he told the public he was not interested in taking all the programs. He said, however, that local listeners had to tune out of town to get Jack Benny, Joe Penner, Eddie Cantor, Paul Whiteman, Amos and Andy, the Gene and Glenn, Wayne King, Mary Pickford, Sinclair, Minnie, Wynne, Fred Allen, Red Davis, Dangerous Danes, First Night National Barn Dance, Colgate House Party, Realistic, and Carole's Column.

In the "News" the other day Cliser broke a four-column ad urging readers to write letters. "We know you like our present programs. But we know you like to hear a great many of the NBC programs now missing in Birmingham because the only NBC station in Alabama is off the air several hours each evening. WSGN is full time on the air. It could bring Birmingham people these programs if enough Birmingham listeners will tell the sponsors the missing programs are really MISSED in Birmingham."

Birmingham is the only large city in the entire nation without full time NBC network programs. There are 400,000 people within easy reach of WSGN in the Birmingham market. These folks buy the toothpaste, the coffee, the cheese, the drugs, the gasoline and the products making possible the big NBC programs, the ad said in part.

WHDF, CALUMET CASE READY FOR HEARING

Washington, Nov. 5. Waiver of labor clauses of the broadcasting code for station WHDF, Calumet, Mich., was all set today following reversal of attitude by NRA labor advisory board. Formal approval of exemption is due shortly.

Labor advisory group backed down following hot conversation between James W. Baldwin, code authority executive officer, and William Collins, special advisor on radio problems. Collins' protest that station is violating code provisions was met by Baldwin's response that the exemption modification has been holding around the NRA since early last spring.

Bernie Coast Airing

Hollywood, Nov. 5. Ray Bernie will begin his first from the NBC studio on the Radio REGO last Nov. 26 and for several weeks following. Maestro will double in a duet at Paramount, next door.

Jacobson Out of WPEN

Philadelphia, Nov. 5. Rumored shake-up at WPEN which has been brewing since Charlie Stahl took up the management several weeks ago became effective last week, with Lou Jacobson out as program director. Going in to replace Jacobson is Paul Alger who moves up from the publicity depot.

FILM MAN IS NEW BOSS OF BOWEN, INC.

Control of Scott Howe Bowen, Inc., has been taken over by David R. Hochreich, who hails from the picture distributing business. Bowen remains in the organization in a sales capacity.

Hochreich intends to concentrate on the production of live and disc programs for advertisers. As the preliminary step in that direction Hochreich has organized a subhold company, Famous Producers Corp. Firm will also continue in the station representation business.

Stewart Leaves WCAE

Pittsburgh, Nov. 5. Jack Stewart resigns the general management of WCAE to join Paul Haymer station rep organization. This firm handles the Hearst stations, of which WCAE is one.

Chester Thomas, WGSN, New York program director, has been appointed acting general manager.

WLW's Talent Quest

Chicago, Nov. 5. Station WLW, Cincinnati, has sent Don Becker and William Stokes to Chicago to dig up talent, now that station had taken over three additional hours from midnight to three to bring out its talent only also ideas and scripts.

Radio Chatter

New York

WINS installing new equipment in studios and control.

After finishing a short engagement on a commercial over WBEU, Reading, Pa., Bradley Kincaid returned to Schenectady after moving on to another station, probably in New England.

Marjorie McMillon, who plays Annie, the mournful maid of all work, in her small-town-back-grounded sketch, "Ma Frazer's Boarding House" over WGY, is a member of the Junior League in Schenectady.

Wendy Earle on Baron Wrangel's "Champagne Cocktails."

Rosa Evans new baritone on WINS.

Leah Karina with Lanny Romano over WJZ.

Dr. J. S. Llet, dream interpreter on Venida account over WOV.

New sky salon studios for WFAB. White Plains, will be ready next month.

Betty Barthell now making the rounds as entertainer for those small dinner parties on Park avenue.

New faces in WOR program department include: Virginia Blake, Esther Messing, Marion Wall and Mary C. Murray. Lattier is new assistant musical librarian, taking Mary Dumst's place who left to enter politics in New Jersey.

Chester Thomas in charge of popping up dramatic presentations over WINS.

Leon Belasco over WMCA now on Tuesday nights.

Pauline Alpert into Roxy, Nov. 10.

"Hot Waves" signed for year by WOL.

Joseph Wagstaff, late Madison after series of European dates.

Leon Goldstein of WENX still working on that new radio code for general usage.

Over 30 club dates already set for November through WGR Artists' Bureau. Extra activities in this department has necessitated addition of Alfred Roth, booking; Ann Franke, club dates and Jane Brown, remote contacts.

Jack Day, of Elton Bors, to open music store close to CHB on Madison avenue soon. Figure he has to stick close to station all day, so might as well run a shop between broadcasts.

Lud Gluskin picking his own tunes for Columbia platters.

Al Rayne completed five hundredth program over WMCA on his "Ant Bull" jokes.

David Freedman to contact fans direct for radio jokes for a new program, and will pay for all those selected.

Charles Courtney, deep-sea diver and tick locksmith, dramatizing headlines for WHN.

Contest winners on WHN's Amateur program are getting a full week's time in Low houses, which takes them out of amateur class.

Jean Sargent building as solo feature over WJLA.

Lillian Buchanan, contralto, sang on the air for the first time two songs written by Joseph Lital, leader of an NBC house orchestra, with the composer at the piano.

Woman's Radio Review over the red loop.

Floyd Williams on long-distance hop for WOV when he comes to New York every Saturday from Washington, D. C., for his broadcast.

Hen Alexander new staff artist on WHN, coming from WOV, and being replaced at the latter station by Josephine Sabino.

Arthur M. Green, songsmith of pre-war era, now pianist for "Singing Circle" over WHNX.

Dorothy Atkins, niece of Paul Whiteman, in "Moods in Melody" from WMCA.

Operators Orin Bullis and Elmer Grabb have switched posts at WHAM, Rochester. Bullis going from control to transmitter and vice versa.

Hilbilly Jack Fox and Hank Keene's radio gang are vying for audience attention, and theatre debts via WJAM, Rochester.

WGR and WKBW, Buffalo, offering comprehensive local sports schedules with 32 programs weekly, exclusive of CBS web sports. Roger Baker, "Doc" Galpin, and Gene Carson are regular members of sports staff during grid season. New nightly summary of racetrack results through WKBW being added.

Walter Amidon, traffic supervisor for WGR and WKBW, Buffalo, is instructor at Seneca Vocational School course on radio production and studio routine. Course includes scheduling programs, office operation, commercial policy and drama without technical angles.

On Nov. 7 Party Jean celebrates 12 years of broadcasting. Left WTAM last spring and now on WGR, Buffalo.

Bob Brown, former WGR announcer, to Detroit for Ben Bernie broadcast.

Shelia Murphy of Nancy's Shopping News leaves WGR, Buffalo, morning program for western trip. Marie Murphy, sister, taking over program during Nancy's absence.

Pacific Northwest

Bill Hooper is credited with presenting the most popular programs originating at the Washington State College station, KWAC.

Tracey Moore, formerly with KGW and KEX, has been added to the sales staff of NBC in San Francisco.

Jack Nesbitt, who was production manager of KIHQ, Spokane, has joined the announcing staff of KPRC.

Milton Wood joins the staff of KOIN and will assume duties in announcing and writing. Dr. M. Kayle Taylor, "Voice of Experience," presented Pacific University, Forest Grove, Ore., check for \$100 to buy school equipment. Sayle was member of the class of 1912.

KSL is auditioning a rather pretentious musical show for the Utah Power and Light Company, which will be a half hour weekly program, and feature a 29 piece concert orchestra.

Two stage troupes, The Arzonian Wanderers and Larry Rich, on the radio menu offered by KEX during the week of Oct. 29.

Lawrence Keating appointed chief announcer of KGW and KEX. Keating joined the Oregonian stations last August.

Nebraska

Union Pacific going in strong for broadcasts about its streamlined train.

New Dante's Inferno club with Radio "Perrigo" has gone on remote pickup to KOIL.

Eddie Butler back at his instrument at KOIL after a two week layoff occasioned by a busted digit. Butler, WOV exec, came from his desk to attend Reserve Officers camp at Fort Crook, but he can't get away from the work thanks to the telephone.

Tom Porter of the Union Outfitting Household Studios show and back at the Fox Hunt club warbling with Phil Dunklin's band.

Tennessee

Uncle Almer and the Delmore Brothers are presenting a program at 7-45 each Saturday night broadcasting from the studios of WSM.

One of largest in the South is WSM's new studio with a seating capacity of 500. Used for the college programs, Lassies White Minstrels, Grand Old Opry, Rise and Shine, the early morning show, and others.

Asker and Little Jimmie, the singing Sizemores, on WSM at 3:30 Mondays, Wednesdays and Fridays, and at 5:00 o'clock on Saturday night in Grand Old Opry.

Maryland

WBAL has added Veronica Doyle Francis to staff. Oni halls from Boston. Will have a weekly sustaining spot.

Jane Harvey, warbler find of George Schaeffer, WCBM announcer, gives series of weekly contraltoing chores by station.

Georgia

Florence Bridges, 16-year-old songstress, sustaining and commercial over WGST, Atlanta.

Robert Temple's philosophic program now on third year on WGST, Atlanta.

Georgia Hillbillies having appeared on 51 radio stations in past six years, are now confining their broadcasts to Atlanta stations.

Frank McSherry's orch of 12 pieces a daily feature over WGST, Atlanta.

California

Lanny Ross cast to stick to his miking.

Costs musical acer, Standard Oil Symphony, may descend from Frisco to L.A. via Raymundo Palma batoning in place of Alfred Herie.

Every family of KFWR costs offender a quarter, with low score booster collecting the kifty at month's end.

Joe "Decca" Perry in Frisco to platter Dick Jurgens and his St. Francis orch.

Five colored Cabin Kids being imported by Par for its "Mississippi."

Service manager spot in KHIJ sales dept. taken by Jerry Norton, replacing Jack Ponda.

Ad Club got a lot of air inside from Naylor Rogers to KXN.

Barbara Stanwyck did a skit by Frank Fay on Rudy Vallee's NBC hour Thursday, (1).

Merrill Hackers bought Warners

Hi Jinks for the hour Sunday using it in a political twist on KFWB.

Swing of 15 weeks over KFI com network started by Packard Fiesta, with Charles Shepherd conducting head and Judd an soloist.

Advances plating paid for by Eddie Holden and Rog Sharlan (Watanabe and Hon. Archie) so they could get time off for duck hunting.

Seagr Kilis in Hollywood snoping new air voices.

Ohio

Bill Griffiths WABC sportsman starting series of interviews with Akron district landing bowlers.

Dance bands playing at East Market Gardens, Akron, over WABC twice weekly now. Starts with Jack Bernhardt.

Texas

Ernest Hauser celebrates his fourth anniversary as conductor of Alamo National Bank concert orchestra for WOA, San Antonio.

Hoot Owl program, late sustaining spot on WOA, got in the spirit of things and aired a Halloween program (31).

Ray Leonard, KABC's sales staff, is improving and expected to return to work soon.

Ken McClure about to resume as a news commentator.

Lloyd Brown, formerly manager of KMAC, San Antonio, has joined an aerial survey outfit and traveling through the southern states.

San Antonio evening News now printing short wave schedules.

Ed McGuffee, former Denver Post at WOA to catch San Antonio Public Service program. He's the public relations expert for the p. a. company now.

BUC's Austin outlet, KNOW, is applying the net with an 80-voice negro choir several times weekly with favorable reaction.

Jack McGuffee, former chief announcer at KFDH, Beaumont spot for BUC, is now with KNOW as office manager.

KTSB's San Antonio outlet, KTSB, is using the 5,000-watt etherizer formerly owned by WLS, Chicago. KTSB, however, perks at 2,500 watts daytime and 1,000 nightly.

Red Haderl, KSOA, San Antonio, drops the formal style of announcing for a try at m.c'ing a nightly (except Saturday and Sunday) 11-12 to midnight program with staff band, blues warbler, and Jules Verne Allen, cowhand, singer.

WOAI has another sustainer, Lanchester Luke (Jules Verne Allen) and cowhand band.

KABC, San Antonio, broadcast the Texas-Rice game (37) as a remote sick-up from Houston, 300 miles distant, to set a new record for local pickup etherizations. Fred Maly spoiled the game.

Hugh Hall, v.p. and general manager of KABC, is on for continuity writing on the side.

Ben McCay and his Rio Grande platters from KRRG, Hartington, commencing for the first time airing for KONO, San Antonio.

Clyde Smith, formerly of KMAC, San Antonio, has joined KONO's commercial staff.

KONO grooming Karl Kay, gal warbler, for a commercial.

KONO has added an Ivory, ebony and amber string program to its sustaining list. His Richter piano and Gilbert Fierros, violinist, with Ray Hunt narrating. It airs daily except Sunday.

Sam Goldberg and Fred Maly, who air sports for KABC, San Antonio, taking an active part in newly organized Bob White Club, designed to protect and propagate the game birds.

Kepp Young writes radio continuity on the side.

Frank Bradberry's parents live in San Antonio.

KABC, San Antonio, has started a little theatre of the air with staff members writing, directing and acting. Participating are Kay Crews, Berry Kroeger, Jack Crews and Joe Luther. Airs Sunday nights.

R. E. Wilson, KABC chief, back from Washington, where he asked power increases and change of frequency.

Charlie Harris, KABC technician, had a birthday.

KABC's sportsman of local high school football games now sponsored by F. A. Mueller Co.

Keen Lee band became a sustainer on KONO upon opening (3) St. Anthony Hotel's Coconut Grove, across downtown duces roof. Band is from Denver, where it aired for KOA and NBC.

Pennsylvania

Marvella O'Connell, WGLA, warbler, last night with Raymundo Palma orchestra for personal appearance.

Mimi Green in Philly last week and airing via WIP.

Ad Manfre got the Philly appointment for a live line.

Dorothy Leve is now penning a full page ether chatter column for the Philly Sunday News.

Joan Harrison, daughter of Henrietta, former WDAE program di-

rector, is breaking into the biz at the same station.

Hannie Sachs has booked Vincent Traversa into the Hitz-Charlton with a WCAU wire.

Earl WIP program chief, Ed Davies, is returning to that outfit as special feature news gabber, tying up with Lynn Willis.

White Kate Smith is appearing at the Arcadia International alley, debuting Nov. 13. Her CBS shows will air direct from the club.

Franklyn Lamb, WIP vice-proxy, and the frat, are hitting night spots lately.

Jeanie Lang left Philly Sunday with a two weeks' cold still intact, first time out of bed except for the Budd Rogers' weekly show.

Columbia is burning at WCAU for last week's "Sightings" show (local output to the ether chain) because it featured a travesty on "The Noise of Experience" by Hal and Murray Kane.

Missouri

Wayne Randall visiting local NBC studios and back to New York.

Milt Mable and Dot Mancey show their song, "Hidin' Down That Old Texas Trail" to Farmington.

Marlene Hotch, Chicago girl, won the scholarship for blind actors sponsored by Anne Seymour, star of "Grand Hotel."

WLP putting out their 1934 Family Album.

George Hagar back to WLS after a jump through the Midwest.

Chen Legge had a couple of teeth yanked and took into the "Fair" to closing date is 10,000. Money sent in by the listeners was used up with an average expense per kid of from 25 to 35 cents.

Doc Palmer, former member of the famous Southern Harmony Four (BKO Pantages circuit bookings), now a member of the WMBD (Peoria, Ill.) circuit.

Elm Lacomski, director of Jorgenson Tambourine orchestra, on WMBD, Peoria, claims unique distinction for his band, all native Jorgenson boys, and all imported from old country, unique in that they all have five strings instead of usual four.

British Columbia

A new singer to radio is Mae Carter, soprano, who is heard in the Grand theatre broadcasts over CKWX.

Bert White, known in theatre circles for his novelty Chinese music acts, bringing over WBCD.

Don Pedro Gonzalez and a sextet is heard from CJOR every day.

Imperial Drama of British Columbia has been continued with the story of Cariboo George Vancouver.

This dramatization is heard from CKWX and E. V. Young directs the players.

Pat Harvey, violinist, directs an instrumental ensemble which is becoming more popular with each broadcast. The program is a feature heard from CRC.

Calvin Winter, directing the Home Gae Concert orchestra over CKCV.

Minnesota

Because of the gas war, Pure Oil will be off WCCO 11 Jan.

Imperial Potestate Dan R. Williams, who landed All-America Pig Land as his chauffeur when he attended the national Shrine convention in Minneapolis last summer, won the air at the half in the Michigan Shrine game on Saturday (3) afternoon. The Shrine big-will is visiting here from Maine.

Cal D. Vail in town huddling with Ed Shaw for radio.

Cedric Adams prowling around for a new radio connection.

Hitherto manned alone by Jay Odel, KSTP's sports staff, is now the triple threat of the local radio picture, having added Bill Gibson and John A. (Prof) Norton to the Ringling of spellers on things attended.

Penny Perry, only 18, is working her way through the University of Minnesota via warbling over WCCO.

Doc Goding, Ena Gammans, the boss at WCCO, is the son of a Methodist minister.

Tom Rishworth in as KSTP production manager, succeeding the late Phil Brown.

Harley Hall, Minneapolis Journal sports scrib, is now handling the Barnard review thrice weekly over WCCO.

Jack Costello is taking up horse-back riding and trying to levele other KSTPites to follow suit.

John Wald, Jack Costello and Tom Rishworth, all KSTP announce-

ers, got their phisomes in the pages of the current (November) issue of Golfer and Sportsman.

Al Sheehan, WCCO artist-bureau head, is promoting Mielot-hotel, Minnesota room on the side.

Lavender, daughter of WJLV, and her son, Rusty, glimmering the indoor rodeo.

Douglas W. Coatsworth, new-comer to WJLV's sales staff, has a positive push for blueberry pie a la mode.

KSTP makes transcriptions for its announcers so boys may listen and correct whenever delivery flaws they may possess.

New England

Jimmie Lacomski's sopranos Sunday-night at McCormack's & Harry's Ritz, Bridgeport.

Merly spotted on WICC, Bridgeport; Charles Moulton and Don Holland, tenors; Lillian Anderson, soprano; and Robert Kirk, pianist.

Judson La Haye, program director at WICC, again planishing in Bridgeport's Hotel Stratford Pine Room.

Hal Morris' kiddie orchestra, Southern Connecticut Juves who made the national bookies last summer, returning late this month to WICC, Bridgeport.

Bridgeport Little Theatre League planning weekly WICC stint.

Ann Hastings of Westport, ex-legit actress, may open a dictation school in Bridgeport.

Bridgeport Post-Telegram, which ended daily advertising on WICC when Yankee web launched independent press service, trying up with station tonight (6) to broadcast election returns. Hacky Clark, radio ed, will be the mouthpiece.

Eric Peterson's ex-WICC orch set at Edgewood in, outside Albany, until Jan. 1.

Iowa

WMT, Waterloo, Ia., has added a new Sunday afternoon, 5 p. m. program by the Cedar Falls Conservatory of Music, under direction of W. William Taltman.

"Lu" of "Clara, Lu and Em" visited the home town and greeted her friends from the radio.

WIO will broadcast a special welcome program when WOC, Dayton, goes on the air Nov. 11.

WHL has a new sustaining program on Sun. nights alternating the Tunclemore and Norcross sisters.

"Prof. and Tom Quig," on WIO at 8:45 every Wed. eve, creating a good show with musical clock opera, unusual subjects asked by Quig and answered by the prof.

Prof. Paul Stoye, head of the music department, Drake U., has a music club on WIO every Mon. afternoon, presenting his pupils.

WIO's new antennae goes into operation on Nov. 15.

WIO's new service now sponsored by Phillips Petroleum Co.

WHO found it necessary to insert a five-piece pit orchestra for a night's broadcasts of the Hara Dana Frolics at the president theatre. Broadcasts also include one production number.

North Carolina

WFT began broadcasting a half hour earlier last week. The 50,000-watt station now goes on at 7:30 a. m. with "Music Clock" opera.

A gold mine of commercials that the Musical Clock has attracted caused the earlier opening. Clair Shadwell handles the program. The show is made up of news, records, songs, birthday clubs and the like.

Harry Freeman, WFT, sold to Sterling Insurance Co., Chicago, Ill., for three programs a week.

Archie Grinkals, announcer at WFT, played a leading role in "Three Corned Moon," produced by the Charlotte Little Theatre.

Tommy Callahan, supervisor of the control department at WFT, has returned to his post after an attack of appendicitis.

During a recent wrestling bout broadcast over WFT, the promoters held up the final match for 20 minutes while WFT concluded a CBS network fight.

The station might carry the ring-side broadcast.

Fred Kirby, the Hillbilly Cavalier of WFT, has left Charlotte for the North.

WFT, Charlotte, N. C., has always managed to have at least one mystery singer lurking about. The new one is under the banner of A. K. Sutton, Inc., southern distributors for Philco and Norge.

Joe Duffield leaves WMT, Waterloo, as production manager, and joins Forster Music Company, Chicago. Expected to handle his job.

Tommy Callahan, supervisor of the control department at WFT, has returned to his post after an attack of appendicitis.

During a recent wrestling bout broadcast over WFT, the promoters held up the final match for 20 minutes while WFT concluded a CBS network fight.

The station might carry the ring-side broadcast.

Fred Kirby, the Hillbilly Cavalier of WFT, has left Charlotte for the North.

WFT, Charlotte, N. C., has always managed to have at least one mystery singer lurking about. The new one is under the banner of A. K. Sutton, Inc., southern distributors for Philco and Norge.

Joe Duffield leaves WMT, Waterloo, as production manager, and joins Forster Music Company, Chicago. Expected to handle his job.

Tommy Callahan, supervisor of the control department at WFT, has returned to his post after an attack of appendicitis.

During a recent wrestling bout broadcast over WFT, the promoters held up the final match for 20 minutes while WFT concluded a CBS network fight.

The station might carry the ring-side broadcast.

Fred Kirby, the Hillbilly Cavalier of WFT, has left Charlotte for the North.

WFT, Charlotte, N. C., has always managed to have at least one mystery singer lurking about. The new one is under the banner of A. K. Sutton, Inc., southern distributors for Philco and Norge.

Joe Duffield leaves WMT, Waterloo, as production manager, and joins Forster Music Company, Chicago. Expected to handle his job.

ALL-HOUSEWIFE JURY

DEMOCRATS, OTHER STATIONS, RAISE CRY OF 'MONOPOLY' IN PHILADELPHIA

Delicate Political Situation—L. D. Levy Controls Both CBS and NBC Stations and Is Big Contributor to Republican Campaign—NBC Embarrassed

Philadelphia, Nov. 5. Democratic newspapers and Democratic politicians are trying to make something of L. D. Levy's large contribution to the Republican campaign fund. With the growing charges of 'monopoly' against the broadcaster, it looks like Levy is getting control of the NBC station, KYW, has embarrassed himself and NBC.

Several aspects to the situation. With Levy a Republican bigwig and master of WCAU and KYW his position under G.O.P. rule would be precarious but with the Democrats getting increasingly prominent in this traditional Republican state his position calls for infinite finesse and diplomacy.

Democrats have long been outnumbered in the north on newspaper and broadcast allies and are seeing to it that matters get evened up.

Needless to say the smaller Philadelphia stations that have never had a look-in against WCAU are delighted with the prospect of pushing the Levy 'monopoly' thing strong enough to get it out in the open or before Federal Communications Commission. An alliance of Democrats and the other stations to defeat the Levy domination is quite possible.

Meanwhile NBC is anxious to keep in the good graces of the Democrats but to set up KYW as a separate NBC station in Philadelphia would take \$200,000 or so in capital. This consideration is believed to have influenced the web to make the unprecedented arrangement of giving an NBC station over to the management of a CBS broadcaster.

Work at WCAU for the entrance of KYW is moving rapidly. Studio floor is in process of completion and office space already receiving finishing touches.

KYW is set for its official opening on Dec. 2, according to reports. Station is planning to debut in Philly with a network salute for NBC out of the WCAU (CBS) building.

Last minute dope on studio personnel moves James Hargis as staff announcer from WCAU to the new outlet. No plans have been announced as yet for the distribution of the musical staff between the two stations. Likelihood that Jan Savitt will direct for both.

On the engineering end, John Cooper will handle for Westinghouse.

Chicago, Nov. 5. Westinghouse station KYW will move out of Chicago on the close of business on Dec. 2 and will open in Philadelphia the morning of Dec. 3. This is the final settlement of a problem which has been annoying sponsors and broadcasters for three months. Originally slated to move on Oct. 15 the removal date was shoved around until there were statements that KYW would not move until April, 1935.

There will be little change in the set-up on NBC programs in this city, the only commercial which will have to be taken care of being the 'Cities Service' broadcast every Friday night. And NBC has 20 days in which to clear time on WNAQ which will carry the show.

Local stations are going into the field picking off the majority of the local sponsors on the station, though the new Affiliated Networks with WCFL as key is managing to get some of these accounts to expand to their Tri-State web covering Illinois, Indiana and Wisconsin.

Hearst Deals
No settlement yet, however, on what Hearst is going to do now that Herold and Examiner morning rag is losing the KYW audition.

Hearst has been around trying to make deals for practically every station but nothing yet settled. Most talk has been the possible purchase of NBC's WENR depot which is now tied up in a slight exploitative fashion with the Hearst evening American. WENR has only half-time on the air, splitting time with WLS, the Prairie Farmer station. If NBC should sell out to Hearst network will guarantee itself enough time to take care of the demands for the blue network in the Chicago market.

With the removal of KYW set for Dec. 2 notices have been sent to the staff and to the commercial talent.

Heimer Hogan, manager of KYW since the Hearst organization took it over for Chicago, winds up 20 years of service with the Hearst empire. But still likely that he will stay with Hearst in some capacity. Hogan was a newspaper man before going into radio and whether he will continue in radio or return to newspaper work is up to the decision of the executive board of the Hearst organization.

Regular four weeks' notice was given the staff orchestra and the talent.

Philadelphia, Nov. 5. A novel idea in instructive air-casting is being devised at WCAU to advocate fair voting via the machine way. Studio has arranged to air its regular team of 'Mr. and Mrs. John Doe' in the process of learning the ins and outs of pulling Republican and Democratic levers.

Station is using a regulation machine for sound effects—with its one task being an effort to remain politically impartial. Broadcast will take place on Pennsylvania Election Day, in the early morning.

Dutch Legislation Bars Radio Advertising, News

The Hague, Oct. 20. Dutch government is framing a bill, which is meant to protect the press against competition from news broadcasting by radio, which lately has been gaining ground here; it is also intended to prohibit all advertising by radio, as this is also detrimental to press interests.

On other hand, the broadcasting companies, who publish their own weeklies in which radio fans find the programs for the coming week, will be protected against piracy by the press and their programs will be granted copyright. From January 1 on it is intended to stop the newspapers from publishing the programs of the broadcasting companies, save short extracts.

Hamlet of 700 Springs Up Around WSMB Antenna

New Orleans, Nov. 5. When WSMB moved its transmitter to Algiers, La., some months ago it took up quarters formerly occupied by the Algiers Naval Station. Shortly after, the Government, finding itself in need of a site on which to lay out an encampment for ERA, used that portion of the grounds not needed by WSMB for its transmitter and antenna. Soon a small town of 700 sprang up.

WSMB has put in a big loud-speaker, constructed so as to face the grand stand of a baseball diamond. From the time radio takes to the air each morning until the sign-off at night, all programs heard on WSMB come from the loudspeaker.

MEXICAN FINANCE

Two Stations Have Trouble With People Seeking Wages

Mexico City, Nov. 2. Radio station XEIPN at Piedras Negras on the border has resumed broadcasts under an injunction. Federal board of conciliation and arbitration ordered station affair in suit for \$125,000 brought by station's former technical director for back wages and return of his investment.

Another station with money troubles is XEAL, Mexico City. Wage claims filed by 31 former employees, most of them females, have increased difficulties of this station which had to close some time ago after paying a group of performers \$6,000 after they had hunger struck for 100 hours. Federal conciliation and arbitration board is handling new flock of pay claims against the station.

DAYTON NOW A COMPETITIVE TOWN

Dayton, O., Nov. 5.

Both local newspaper publishers announced radio hook-ups the same day. Dayton Journal and the Dayton Herald, published by Burdick Herrick acquired station WSMK, already established here. Dayton News (James M. Cox), which recently got station WLW at Erie, Pa., has made application for reassignment of the operating license to operate out of Dayton on a wave length of 1260 kilocycles.

WSMK operates on a wave length of 1350 kilocycles. Miami Valley Broadcasting corporation has been chartered with capitalization of \$150,000 to operate the News station and a studio is planned adjacent to the News building. Journal-Herald may have a studio in its own building. Stanley Krohn, who founded WSMK, remains as president and managing director of the station.

NBC Seeks Data on Older Kids

Anxious to Gain Information to Guide Future Type of Programs

NBC may go in for a nationwide survey to find out the program preferences of the older kids in the family. Prompting this poll is the theory that kids play an important part in determining what programs the family should listen to, at least up to the former's bedtime, which averages 9 p.m., and that this influence should be given broad consideration in fashioning entertainment. Before doing any inquiring in this direction the web wants first to frame the right kind of questionnaire.

Several studies of kid program preferences have been made in the past year but in each instance the quizzing has been confined to a particular community. Results of one of these surveys, conducted in a New Jersey town, sufficed to change the policy of a major advertising agency. It decided to cut out Saturday programs of the strictly juvenile type and to go after the kid interest with a variety show spotted on an early evening hour.

NBC has fewer commercially-backed kid shows this season than it had last, while with CBS the comparative list stands the same. In either case it's a decided drop

Kitchen Programs

Philadelphia, Nov. 5. Practice of holding audience shows in the WCAU auditorium directly after the daily 30-minute cooking broadcasts ran into a snag last week. Band and vocalists found to their dismay that the lady in charge of pots and pans was brewing with savory hamburger cheese, and for the following half hour (a network reverse) the cast yodeled and trotted with hasty gulps of fresh air outside. Boys and girls reported that hamburger isn't like spinach—you never learn to like it!

Quarter Play-by-Play Resume Is KFAB Way To Top Football Ban

Lincoln, Nov. 5.

Nebraska University luan on the broadcast of home football games here has led to various kinds of ingenuity on the part of radio stations. Although the school still takes the play-by-play description from the field, by gradual working up from the point of giving scores by quarters, the station using (KFAB) now gives a report on play by play on each quarter after the quarter is completed. So far the school has found no way to withhold this action.

Since so far this season, with the games half played, the gate has exceeded the entire take of 1933, it may be that the school will be more lenient with the air links at the next Big 6 conference meeting. Nebraska with two others declared themselves against the broadcasts last year, so it was left to the individual decision of the schools concerned.

Van Riper Wash-Up

Hollywood, Nov. 5.

Ray Van Riper bows out of KFAB's 'American Caravan' Nov. 15 and takes sail for her new berth with American Broadcasting System. Air drama is being revamped by actress-author-producer to ease her part.

Miss Van Riper is due to open in New York Dec. 9 with Gail Gordon, her leading man for years, as vis-a-vis. Latter also may double on Mary Pickford's airer, which commences from the east starting this week.

BOX-TOP BELLES HEAR AUDITIONS

Silver Dust Program to Be Voted in Hotel Astor Ballroom by 2,000 Women

B. B. D. & O.

Silver Dust has invited 2,000 housewives to meet in the main ballroom of the Astor hotel this Friday (9) and help the account pick its next network program. Eight shows will be piped to the Astor from Columbia's two theatre studios, the Hudson and the Avon, with the assignment going to the program garnering the largest number of votes.

Auditioning will be done in two groups of four, with each program designated by a number. After the fourth and eighth piping a ballot will be taken on each group. Final vote will involve the winner from each foursome. Contestants will be composed of script, scenic, dance, comedy, male harmony trios and string ensembles. Program piped will get a cross-country hookup on CBS three times a week.

Women invitees were chosen from listers who in the past year have written in for Silver Dust giveaways. Dalton, Barton, Durstine & Osborne is the agency.

Eight programs that will receive an airing before the Astor gathering are:

- Ray Perkins and the Jesters
- Leonard Joy's band with Edward Mills
- 'The O'Neills' (script act)
- Rollo Hudson's band with Paul Hest (currently on the Silver Dust payroll)
- Leith Stevens' vocal ensemble
- Leo Reisman's band
- 'Mr. and Mrs.' (script serial)
- Jack Fulton with Harold Levy's orchestra

WLS \$50 Web Break Rate; 2C For Co-op Show

Chicago, Nov. 5.

WLS is printing a new list of rates, adding two items to the old one.

Being added is a flat charge of \$50 for spot announcements during the break in period for station identification on the NBC chain broadcasts. It's the same rate they have for ordinary minute announcements, but it figures to give the local merchants of a national product the break of getting themselves some local advertising on the same hookup with the central office's national advertising. Rate is the same for day or night.

Also, 'Today's Kitchen' participation program from 10:30 to 11 a.m. with six sponsors has a flat rate of \$20 per week. Each sponsor rotates daily as the feature plugger and the others get minute announcements. In that way it figures as a half hour period each week and five daily announcements for the sponsor.

Doss on Chi Scripts

Chicago, Nov. 5.

Carl Doss, who went to the coast to write western stuff for Paramount, is back in Chicago pounding out the 'Judy and Jane' script for NBC series.

Doss is also negotiating for the sale of his 'behind the scenes in Hollywood' script, with Blacketti-Sample-Hummert agency reported taking it for a romantic account.

Stephanie Diamond doing bite on the Joe Penner show.

Waterbury's Premiere

**WIXBS Starts with 20% of Time Sold—Use
ABS Sustainers as Talent Source**

Waterbury, Nov. 5. WIXBS Connecticut's sixth radio station and fourth network outlet (ABS), went on the air Friday (2) with a premiere that smacked of a Hollywood first night.

William J. Pope, publisher of Waterbury Republican and American, operators of the 1530-kc. high fidelity blower, took over the State theatre (Warner) for the event. Gratis bids were issued to capacity of house, 3,400, to leading citizens, advertisers, employees, constant readers, etc. Two Pope-owned papers got 32,000 requests for admissions. Soup-and-fish and grimes in trays of the stalls.

Customary network salute to new member, cross-crossing talent between key and connected stations, wasn't followed this time. Instead, the mountain came to Mohammed. George H. Storer, presy. of the American web, rattled up from WMCA with the cream of the home-studio talent, who dominated the opening show networked for a full hour from 7:45 p.m.

ABS announcers Frank Knight and Jerry Mohr helmed the broadcast program at the mike. Visiting artists included Kay Thompson and Rhythm Boys, Tony Karle, Marjorie Nash, Brad and Al, Adele Van, Jan, Judy and Jerry, Hugo Santiago, Marie Hartmann, Tony Caboch and daughter, Jimmie Dew, and Lou Janoff. Bob Haring, America's musical director, piloted an ark organized in Waterbury by Mario Di-Cicco, Joseph DiPietro and Joe Di-Vito. Well-paced revue made it an effective window-dressing for the entertainment the WIXBS customers may expect to hear.

Locally-recruited talent, in minority at premiere, was Katherine Pope, soprano, daughter-in-law of station owner; Marcel Doucette, tenor; Charles Shons, baritone; Kae Ellen Hotchkiss, character songstress; and Eddie Weaver, organist at New Haven deluxer imperied for event. After premiere went off the network, new water carried on. Announcers John Henry, Bert Sherwood and Alan Wallace miking. Made a tidy two hours and a credit to the proprietor's sense of showmanship.

WIXBS began daily operation Saturday, scheduled from 8:30 a.m. to 11:30 p.m. Infant broadcaster goes going with remarkable pre-opening achievement of more than 20 per cent. of available time already sold. Pope pays Storer a blanket price for sustainers and has privileged to recall them to local sponsors; that's already been done. Most of commercials rented to date are in early afternoon and around dinner hour. Chart fairly blank after 9 p.m.

Pope has sketched a combination whereby an advertiser may take space in the Saturday-afternoon American or Sunday a.m. Republican and time on the station for one fee. A special salesman will be assigned to campaign.

WIXBS, new 1330-kc. high fidelity station owned by Waterbury Republican and American and linked with ABS, has conscripted its staff from most of Southern New England's valets.

Station manager is Allen L. Martin, ex-WHIO, Providence. Sydney E. Warner, formerly at WTIC, Hartford, is chief engineer, with Herbert H. Wood of Naugatuck as assistant. Edward J. Lush, who has worked at Hartford's WTIC and WHIC and Bridgeport's WICC, is continuity writer. Announcers are Bert Sherwood, ex-WICC, and Alan Walker, Yale drama school alum.

Control room manned by Waldo E. Henderson, New Britain, and John Dama, Bridgeport. Andrew L. Rodin, sales, comes from Southington. Niver W. Beaman, handling press.

WIXBS is experimentally operating below the regular broadcast range.

James Hanrahan kept busy traveling between Washington, D. C., Waterbury and New Britain. Several changes in personnel at KSO and WBT are to be announced soon.

Frank Palmer, of WBSB and WCOL, Columbus, in and around New York on business last week.

KSTP-Press Link

St. Paul, Nov. 5.

Newspapers vs. radio has always been a dog fight in these Twin (Minneapolis-St. Paul) Cities, but the situation resolved itself somewhat when the Minneapolis Tribune and St. Paul Dispatch jointly purchased WRHM (since renamed WTCN) six months ago.

Now KSTP steps into the fray for the first time with a strong newspaper connection, having all ways previously lone-wolfed it in news gathering. KSTP will have a mike in the Minneapolis Journal office for Minneapolis and statewide election return coverage in the current (6) balloting. Station will use its large St. Paul studio for local city and county returns.

Mpls. Trib and St. Paul Dispatch will use their own WTCN, while WCCO, as in times past, will work with the Minneapolis Star.

KSTP has a crack staff of 60 trained men covering by special phone the various precincts throughout Minneapolis and St. Paul. They're prepositioned; they'll be first with the McCoy reports—and reminding 'em they've got to fall down on a news-beat premise.

Utah's Sheep Grateful Over Radio Warnings Of Overcast Weather

Hollywood, Nov. 5.

Herding of sheep is now made easier through radio. U. S. Department of Agriculture station at Salt Lake City has written to KNX, thanking them for their winter weather reports and prognostications, claiming that the nightly broadcast is of immeasurable help to the big sheep herders of Utah, Wyoming and Idaho.

Department states that the storm warnings, listened for by the sheep-herders in remote spots, give the shepherds time to get their flocks to safe places ahead of heavy rain and snow.

Until the sheep men used radios to get these warnings there was no way to warn them of threatened weather conditions.

Pittsburgh Diction Prize

Pittsburgh, Nov. 5.

Annual H. P. Davis Memorial Award, given yearly to Pittsburgh announcer with best diction, goes to Wilbur C. (Dib) Sutherland, of KDKA this year. In addition to gold medal, prize also carries \$150 cash. Ted Epstein, WCAE, and Dick Koch, WCAE, came in second and third, respectively. Last year Fred Webber, of KDKA, got award.

Judges were Marjory Stewart, of Microphone Playhouse; Chester Wallace, of Carnegie Tech drama school; Maudie Mince; Lowell Innes, Vanda Keast and Richard Murphy.

Donald Flamm was his guests at the Friday (4) dinner to Postmaster General James Farley. Federal Communication Commissioners Thad Brown and Hampton Gary, Paul D. P. Spearman, general counsel for the communications commission; Herbert Pettet, commission secretary, and John T. Kline, director of broadcasting for the Democratic National Committee.

Betty McKinley, romantic baritone of the Friday (4) weekly afternoon program over the NBC red loop, is now working with a speaking vis-a-vis. Called "The Girl Next Door," she has been scripted in to give the broadcasts an a.a. angle. Canay is plugged as the soap of beautiful women. Ray Ginkins' orchestra still accompanies McKinley and Howard Chaney does the announcing.

Morgan H. Seaton, program director, auditioned more than 25 applicants over a period of a week and all three announcer jobs at WOC, Davenport, Ia.

Sponsors-Agencies

Jack Morrison, chief on publicity for the Century of Progress, joins the Dade Epstein agency. Steve Trumbull in charge of radio contracts for the Fair returns to the J. Walter Thompson agency on general publicity.

United Cigars sponsoring Golden Dawn's revue over WOR with large lineup of talent on Monday's, from 8:30 to 9. Bide Dudley in charge.

Pirestone Tire & Rubber Co. renews for 13 weeks, effective Dec. 3, for Monday night half hour on 62 stations on NBC's red (WJVA), with Lawrence Tibbett and Wilfred Pelletier. Sweeney & James Co.

General Foods (Grape Nuts) renews for 13 weeks, effective Nov. 14, the two-way Hyrd Antarctic broadcast, 60 stations on CBS. Young & Rubicam.

Uncle Sam (Carney) is slated to do the m.c.'ing for the National Bicentennial Co's Saturday night dance series over NBC. Bruno and Associates is handling the exploitation of the program.

Mrs. Franklin D. Roosevelt will again turn over \$5,000 a week to her pet charity when she starts her six-time series for the Typewriter Educational Research Bureau over CBS Nov. 11. B. B. D. & O. handling.

World Clothing Exchange has taken Jack Douglas Reintjes' over WJNB, New York, for daily airing. On Sundays the hour show will be carried during mornings instead of on afternoon schedule.

Columbia Records sponsoring Gay Lee's Thrift talks three times weekly over WJNB, New York, beginning Nov. 14.

International Shoe Co. is again listening to network propositions. NBC last week piped to KSD, St. Louis, a couple of program ideas for the account's consideration. One was titled "The Perfect Pair" and the other "Buster Brown Adventures." International has a "Buster Brown" shoe among its kid brands.

Vintex starts a 13-week ride over WJNB, Chicago, on a two-a-week schedule. Headlined will be Roy Cropper, budding as the original "Student Prince." Lillian Rosedale Goodman handling the talent job.

Sam Moore, of J. Walter Thompson's Los Angeles office, moved east with Mary Pickford to do the Royal Gelatine programs.

Betty Crocker, quitting General Mills after five years of it because the account insists she transfer the originating point of her broadcasts from New York to Chicago.

J. Walter Thompson (Chicago office) is representing the Radio Manufacturers Association in nationwide campaign to boost sale all-wave sets.

Tastytest, Inc., renews for 13 weeks effective Dec. 12 its Sunday matinee half hour on the NBC blue (WJZ), with Charlie King and Peggy Flynn.

Wax Works

Capsuling Chemical Co. renewing WBS program service for another month on WGBT, Atlanta.

Phillips Chemical Co. is turning out through World Broadcasting 35 five-minute announcements for release over some 46 stations.

Bond Bread, a B. B. D. & O. account, has had 26 five-minute announcements recorded for R. by Sound Studios, Inc.

Chesapeake & Ohio Railroad is having a series of five-minute recordings done for R. for placement on 14 stations.

Phila's "Armchair Traveler" series of 12 quarter-hour recordings have already been booked on 48 outlets.

Blockett, Sample & Hammett agency yesterday (Monday) started to produce a disc version of the Manhattan Merry-Go-Round half-hour which Dr. Lyons Toothpaste backs Sunday evening on NBC.

Former Penn Grid Star Panned As Announcer by His College Paper

Dressing Room Shows

Philadelphia, Nov. 5.

WIP is planning a series of shows to overcome the local theatre exhibe fear that a program studio appearance will harm box office. Station will air directly from the Earle dressing rooms weekly, while acts which would not be affected by personals will show before the Thursday Home Makers' Meeting in the Gimbel auditorium.

Theatre benefit from the dressing room angle will be that Carolyn Cross, conductor of the WIP Home Makers, will plug fact that the show house is only a few blocks away, suggesting that the women who have some time to spare drop in at the Earle before journeying home to push up a daisier.

NBC SEEKS NEW MPPA WAX ROYALTY

NBC transcription department has 40 stations using its syndicated disc service, with eight of them having been acquired the past week. To date the web has turned out five sustaining series, each containing 13 programs.

For these recordings the network has paid no royalties to the Music Publishers Protective Association. Settlement of the music bill is being withheld pending the working out of an agreement whereby NBC hopes to be able to pay a lump sum for such composition used instantly (the 25c. per number per performance arrangement).

Joan Lowell, Rod Arkell Form Publicity Alliance

Joan Lowell, the maritime miss, and Rod Arkell, radio writer and performer have formed a publicity partnership. Will operate a free lance service in New York.

Arkell is the headline on the Carleland Sprudel Ball program over NBC net work but recently did publicity for WOR, New York. As a starier firm's handling special work for British Gaumont's "The Battle" and Al Seigel.

KDKA's Ceremonies

Pittsburgh, Nov. 5.

Marking the 14th anniversary of broadcasting, KDKA moved into its modern new studios in Grant building over week-end with two-hour network program honoring world's pioneer station. KDKA has been located for several years in William Penn hotel, and before that in building of old Pittsburgh "Post," no "Post-Gazette."

In addition to Pittsburgh, New York, Chicago and San Francisco joined in coast-to-coast celebration. From here, Little Jackie Heller, Twenty Fingers of Harmony, Pat Barnes, Honeyboy and Bassafra and Stanley Metcalfe, all of whom received their air start in Pittsburgh, went on from new studios. Other centers contributed: Paul Whiteman, George Olsen, Ethel Shuttin, Pickens Sisters.

The Vagabonds of WJY's time chart, while Curt Poulton returned to Nashville, Tenn., to testify in an automobile accident suit. Dean Upson, manager of the trio, accompanied Poulton.

Stenelled series will be placed on 12 stations.

Agency asked NBC for permission to let Sound Studios, a World Broadcasting System subsid, take the Sunday night broadcast off on was from an NBC wire, but the web refused to budge from its rule which restricted this sort of hook-up to RCA Victor. Because of NBC's stand, the station's scheduling specialists will come in for extra salary slices from the account.

Philadelphia, Nov. 5.

Because his four years of rah-rah life (many years ago) couldn't eliminate faulty pronunciation, WIP gets a new sportscenter for its Chevrolet Univ. of Penn grid analysts, Howard Nig' Berry, an ex-Penn football hero, loses a sweet job, and the dailies have front-pared what a dirty deal Berry is said to have received from his Alma Mammy.

Berry, who has been calling the Chevrolet sports shots on the weekly Penn games, is a former All-American of that college, but still a little rough pronunciation. A letter complaint to proxy Gates from a former student averred that Berry's announcing, besides being very dull and uninteresting, was neatly enhanced by several ungrammatical phrases. The mislive found its way to the school's news sheet. The Pennsylvania Post was published therein. What followed, after the dailies spread the yarn via the front page, was a veritable holocaust.

Most of the barrage was directed at President Gates for not amicably settling the matter with Berry on the quiet out of respect for his past deeds for Penn, while other interested grade and students shot at Joe Labram, the school's p. a., for supposedly releasing the story. The wind-up found Berry out in a cloud and the remaining airtime to be done under the supervision of Bill Kurlish, a member of the Penn team who was injured early in the season.

P. S.—Kurlish's school record shows high English marks.

Ott Is WHBF Prog. Dir.

As Eighmey Goes Sales

Rock Island, Ill., Nov. 5.

WHBF now has Thomas Ott as program director of the station. Has been with the station since spring on the announcing and talent end, coming from WLW and prior to that time having been on the air for more than nine years.

P. O. Eighmey leaves the program spot to devote all his time as sales manager and head of the commercial department.

Pinchot Claims Foul

Eric, Pa., Nov. 5.

Gov. Gifford Pinchot, stamping the Republican ticket in Pennsylvania, claimed a radio foul this week and again landed on the first pages.

The Governor, in a political speech in Erie, Pa., claimed that his speech was shot off in the middle by Station WLWJ. Station explained that local Republican committee had only bought 30 minutes air time and during the cutting in there was some cracking over the phone wires. Pennsylvania stations are giving this preamble before every political broadcast.

The facilities of this station for the next 30 minutes have been contracted for by the Republican (or Democratic) party and the statements and policies expressed during this broadcast are not to be construed, in any way, as reflecting the policies of the management of this station.

WTMJ Points with Pride

Milwaukee, Nov. 5.

Use of 5,000 watts on its old 620-kilocycle channels went into effect on WTMJ Sunday (4). The station announced the added daytime power with a flourish in its owner's newspaper, the Journal, and added was shot off in the middle by Station WLWJ. Station explained that local Republican committee had only bought 30 minutes air time and during the cutting in there was some cracking over the phone wires. Pennsylvania stations are giving this preamble before every political broadcast.

A novel stunt was used in making the transfer. Opening the program at 11:00 a. m. with the "Star-Dust Symphony" on its old power allotment, the station switched over to the 620-kc. channel 15 minutes prior while the program was under way.

Doris Davis, blues singer, and Phil Harty, tenor, from the Embassy Club, Toronto, currently soundtracking with Herb Strasser's R&B. Known through WJLB and WKBW, Buffalo.

then, even for Balto, where listeners are accustomed to an ultra-

Girard Ellis, former Chicago time broker and now Columbia phonograph exec, in New York on business this week.

New York Ad Agencies

(Radio Production Executive)

... Oregon Hot Company, announce
... service, three signals, one to
... KXJL.

Mary Laurence and **Son**, sixth
... weekly broadcast of wrestling
... matches, one year. KXJL.

PHILADELPHIA

Mary Laurence (beauty product
... electrical transcriptions twice
... for 26 weeks. Placed direct, WIP.
... Music, musical instrument
... six daily spot announcements
... three weeks. Placed direct, WIP.
... **Sweets Co. of America**, (To
... Roll Candy) participation in Un
... WIP program, at Home Stake
... Club. Greig, Hale & Spigitt, W
... **Phonix Hosiery Company**, two
... orchestras twice weekly for 13 we
... Placed direct, WIP.
... **Smith, Hale & Spigitt**, WIP
... spot announcements daily. Pl
... direct, WIP.
... **Louis Cohen** (furriers), announ
... for indefinite period. Plac
... direct, WIP.
... **Triplets** twice, spot announ
... statements weekly. Placed
... **Beaconet Advertising**, WFL
... **Baym** (house numbers), th
... announcements weekly. Placed
... **Felgenbaum Agency**, WFL.
... **RCI-Victor**, announcements
... Placed by
... **Baym Agency**, WFL.
... **B. Miller**, WCI (local farm
... dealer), five spot announcements
... direct, WFL.
... **Joe Goodman** (C), three
... announcements daily, WDAS.
... **Kelly & Co.**, WDAS.
... **Merry-Go-Round** program for ind
... definite contract. Placed direct, W

CHICAGO

Jung Reed Company, one 15-m
... program weekly and three tw
... 15-minute programs weekly. Pl
... **Frissell Advertising Agency**, W
... **Warner Clothing Company**, a
... announcements six days a we
... **Ollett Rubber Company**, room
... of 15-minute programs with
... **Rangers**, **Kramer-Krasselt Ag**
... **Kent Fur Company**, three time
... week from 6:30 to 8:45 p.m.
... talent, **Schwitzer** and **S**
... **Agency**, KTW.

NEWARK, N. J.

Charles E. Morris Fur Co., 15-
... minute periods a week, 36 we
... in conjunction with **Leo Kahn's** t
... WKRW.

Vick Chemical Co., 11 minute
... announcements. **Morm Internatio**
... **Inc.**, WKRW.

Groveville Sales Corp., 15
... participation in the **Beauty Forum**, t
... times a week. WKRW.

Billy Day, Inc., 58 weeks, six
... 15-minute programs, five days
... every day but Sunday. WKRW.

Prophetic Toothbrush Co.,
... weeks, participation in the **"Bea**
... **Forum**. Five times a week. WKRW

PINE BLA, ILL.

Phillips Petroleum, 4 announ
... cements weekly, Nov. 5, to March
... 1934. Lambert-Fenady A g e n t s

Carlin's Pills, 12 five-minute tr
... scriptions Oct. 13 to Nov. 12. R
... Broadcasting. WNHJ.

W. J. International Co., 39 one-min
... announcements, Nov. 1-15. Mo
... Int'l. Agency. WMBJ.

Dr. Rhitha Optical Co., three 15-
... minute studio programs weekly, O
... 22 to Oct. 23. WMBJ.

Beaumont Laboratories, 15
... announcements weekly, Oct. 22 to N
... 17, 1935. H. W. Kaster and S
... Agency. WMBJ.

Killogg Sales Co., nine announ
... cements, Oct. 22 to 27. Direct, WMB
... **Merita-Rockford Silver Co.**,
... 15-minute spot announcements
... Oct. 15 to Nov. 1. **Howard H. Ho**
... Agency. WMBJ.

Quaker Apparel Shops, Inc., the
... four-hour programs weekly, O
... 1 program, **W. Fred Tate**, **Mich**
... **Parsony**. WMBJ.

Fredman Furniture Stores, the
... quarter-hour programs weekly,
... 15-minute, solid, two announ
... WMBJ.

Cohen Furniture Co., two electr
... transcription dramas, week b
... WMBJ.

Ward's Furniture Co., two qu
... ter-hour programs weekly, Virgi
... **Hamon**, soprano. WMBJ.

Glate Dental Clinic, six quart
... hour, weekly, **Fish** tenor, **soo**
... **ideal**. WMBJ.

Ideal Trog Laundry, three 15-
... minute programs weekly. WMBJ

SEATTLE

Pearce Oil Motor Oil, four announ
... cements split between **KOMO** a
... KJRN, Oct. 25. **Meyers Co. Inc.**
... **Garner Nursery**, are five-min
... ute, split between Oct. 27 and Nov.
... KJRN.

Kaiser Co., series of Sunday
... announcements, starting Nov. 4 to
... **Alber Bros. Shilling Co.**, series
... 26 announcements, Nov. 11 to D
... **Brown Wacey**, **KOMO**.

Beaumont Laboratories, three
... announcements, Oct. 13 to Nov.
... **Deamont & Holman**, **RCI**.

Orpheum Theatre, announce
... every Friday night, Oct. 30 to
... industry. KJRN.

Napier & Scott, three spot
... day for week of Oct. 18, **KOL**.

Reply to Dissolution Suit

(Continued from page 51)

members of ASCAP, the MIPA and the MDS.

4. That the acts complained of by the U. S. are unlawful, but that to the contrary, the Federal Trade Commission, the Department of Justice, various Congressional patent committees and the Federal Circuit Court of Appeals have by decision and other acts declared for many years that the Society is engaged in the legitimate business of protecting copyrights against piracy and granting licenses for its members to the purveyors of music for a profit.

5. That the MIPA no longer exists and that its directors ordered it dissolved long before the Government filed its suit.

6. That the 24 members of the ASCAP board of directors have and do in fact dominate the music business. This section of the answer comes in detail how the Society came to be organized under Pub. L. 1914, by 10 composers and four publishers. It now has a membership of 778 writers and 102 publishers. Section also relates the method of electing the board and the terms of membership admission, and then proceeds to describe how, up to 1914, the price of copyrighted works was rampant throughout the U. S. and how trade associations were organized to contest the copyright owner's right to collect a fee for the performance of his work. Also how, since the creation of ASCAP, no author or composer of music has been permitted to be buried in a pauper's grave and how the Society has stood for innocent members and their families. This section further recounts how the development of the cabaret, the motion picture, the dance hall, variety theatres, etc., had made music a profitable medium for the operators of these places, and that the individual writer was empowered to sue the infringers, and recites how the Society through one court decision after another was able to enforce the copyright owner's right to collect a fee from hotels, cafes, motion picture theatres, and finally from radio. National Association of Broadcasters is charged with publicly announcing that will give full support to prosecution of the Government suit, and if latter is successful, the NAB will establish a music pool of its own and use only that pool's music. ASCAP and its publishers who are members of the pool.

7. That ASCAP restricts a license to the use of ASCAP music. To the U. S. allegation that ASCAP will only issue blanket licenses and not one covering the use of a single number, the answer recites that the fact ASCAP members are scattered all over the United States and compose songs of different authorship, nationality, character and taste used daily by each branch of the amusement business makes it impracticable for ASCAP to issue individual licenses also spares Society added expense of attending performances or listening in all over the country to learn whether the works of its members are being pirated. Society, states the answer, never had an application for individual numbers with the NAB, defendants' attempt to obtain a regulation detrimental to the Society, conceived the idea of asking for single numbers in order to use such negotiations as a basis of comparison.

8. That it ever granted licenses or dealt with entertainers or groups of entertainers, but, to the contrary, the ASCAP policy has been the intention of organization to deal only with commercial places operated for a profit and with broadcasters.

No Agents

9. That the Society maintains agents all over the country to enforce its demand. Answer states that under the necessity of protecting its rights ASCAP has employed attorneys in good standing and of good repute in the various Federal Districts.

10. That ASCAP had anything to do with the formation of the MIPA or in any way was connected with it. Answer states that ASCAP had nothing to do with its business affairs, operations or policies, or the selection of its officers. To the contrary, states the answer, the two organizations are separate entities and have nothing to do with one another.

11. That MDS was organized with the connivance of ASCAP. Answer further states that ASCAP had nothing to do with the MDS operation or demise.

12. That in order to prevent suit for infringement of copyright it is necessary for the Society to obtain the consent of the owners of the copyrights that they wish to consent.

13. That the success or failure of the station depends upon its ability to obtain permission to broadcast musical numbers, and any interference therewith constitutes restraint of trade. Answer further states that there is no such thing as competition in performing rights, for the reason that each composition is in the class by itself and that the commercial value of the performing rights in a song lies in its use in combination with and as part of a

mixed composite program. Users of music, states the answer, claim that perfect payment is made the copyright owner when they specify the number, notwithstanding the fact that the constant broadcasting of a particular composition destroys its popularity as a distinct unit, thereby securing royalties through other means of production and exploitation.

14. That by means of combinations and conspiracy the Society has acquired control of broadcasting as a means of appraising the people of musical compositions and that by preventing the exploitation of the works of non-ASCAP writers and publishers the Society has affected the sheet music sales of the non-members. Answer points out that radio, instead of employing writers to create music for its, simply waited for music of authors and composers to be popularized by publication on the radio stage and thereafter used the music as published or popularized by others. Instead of radio popularizing the constant playing of the compositions has shortened the life of them and has resulted in a tremendous decrease in royalties received from the publication of sheet music. The primary source of income that the copyright owner can now look to for his works is broadcasting and the other media performing music for a profit. Under the copyright law the owner has an absolute right to refuse radio or any other media the use of his works, and that the activities of the broadcast media, which have been and are limited to take the music without paying for it.

15. That the society's self-perpetuating board of directors has been and is operating as a monopoly of the society and that membership is restricted to those approved by the directors. Answer declares that composers and authors throughout the country have been recruited to organize for mutual protection and issue performing licenses through a central agency. In no case throughout the world do the users seek the dissolution of such agencies or desire an opportunity to deal separately with copyright owners if they must pay. Were it not for the society not a single one of its licensees could hope, if he conducts his business according to the present amusement policy, to negotiate with individual copyright owners and secure as wide a selection of music as is available under the society's license for anything like the present cost. It would be physically and financially impossible for the average broadcasting station to negotiate with individual copyright owners several thousand different copyright owners located all over the world as well as in the U. S. Through the years 1921-1922 radio as an industry has advanced from sales around \$2,500,000, while the sale of time to advertisers has since 1927 advanced with such leaps that the industry has advanced to the point where it is expected to take in from this source during 1933 over \$100,000,000. From 1925 to the end of 1931 the average sales of sheet music has shrunk more than 75%, the sale of phonograph records has dropped over 50% and the piano roll industry has practically vanished.

16. That radio stations must accept all terms and conditions imposed upon them by the society for the right to broadcast musical compositions. Answer does admit that stations owned 51% by newspaper have been granted special rates. Reason for this is that newspaper-owned stations do not sell advertising on any substantial basis, and, to the contrary, they are operated as semi-public media for the dissemination of news and other matters of general interest. In answering the allegation that ASCAP restricts numbers at will, the society states such instances are few and that such compositions are withdrawn only when the continued radio broadcast would destroy the stage or symphonic rights of the members in such works; that the society by virtue of the rights obtained has destroyed the right to fairness and good conscience to do nothing that will destroy the rights reserved to such members; that dramatic-musical compositions are produced at great investment, sometimes as high as \$200,000 or \$300,000, and that if broadcasters were permitted to perform unrestrictedly as part of such productions the desire of the public to attend such musical shows would be extinguished and the value of the rights in such works would likewise be destroyed. For that reason the society, at the instances of individual members, restricts from indiscriminate broadcasting, from time to time, such musical compositions.

18. That through the alleged conspiracy radio stations have been discouraged from broadcasting the works of non-ASCAP members, and that the society has prevented non-member writers and publishers from being compensated for the right to publicly perform.

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation of the songs most played on the major networks last week, in relative standing, according to the number of combined plays on WJAZ, WJZ and WDC.

Lost in Fog.....	27
Out in Cold Again.....	26
Must We Say Goodnight.....	22
The Continental.....	21
So Still My Heart.....	21
Stay Sweet as You Are.....	18
If I Had Millions.....	17
Pop Goes Your Heart.....	17
Rein.....	17
Happiness Ahead.....	17
If You Love Me.....	16
"P. S.—I Love You.....	16
Sweetie Pie.....	16
You're a Builder Up.....	16
Don't Let Summer Go.....	15
New Steps.....	15
Water Under the Bridge.....	15
Isn't It a Shame.....	14
I'm Growing Fonder of You.....	13
An Earful of Music.....	12
Love in Bloom.....	12
Midnight, Stars and You.....	12
Two Cigarettes in Dark.....	12
Differences Day Made.....	12

* Same last week—indiscreetly omitted.

WCAU Artists Bureau Keeps NCA from Grab On All Phila. Dates

Philadelphia, Nov. 5. Fight between MCA and Mommie Sacks of WCAU Artists' Bureau to control the booking at the Arcadia International in Philly is running at a deadlock. MCA bookings were Guy Lombardo (as the sponsor) and Buddy Rogers while backs through WCAU's Artist Bureau has scheduled Stoopnagle and Dudd and Ted Black's work this week and Kate Smith to follow on the 19th. Also penciled in is Morton Downey. Nitory remains the only one in town sporting a couvent.

MONTREAL BOOKINGS

Meyer Davis-Bobby Sanford have booked a big floor show into the Club Lido, Montreal, to open Nov. 8. Show numbers 15 people in all. Davis-Sanford also booked acts for the Stanley Grill, Montreal, around the same time.

Johnny Stewart at the Montreal French Club, with the Roushous composed of Ruth Coleman, m.c., Three Jordan Sisters, Sanrita Criolla and Dolly Sisters.

Arbitrary Limitations of Sustaining Pickups of Bands Starts Argument

Application of the rule restricting hotel and cafe bands to four sustaining broadcasts a week may be postponed by the New York musicians' union until several name bands in the metropolitan area have been able to air their grievances against the measure. Those bands demand that the regulation, which was passed at a meeting of band leaders last week, be reopened for further consideration, since it is unfair and arbitrary. Under the regulation adopted last week a dance unit may not do more than two pickup broadcasts over any one network or local station during the week. In any event the maximum number of programs allowed from a spot is four per week, with the bands free to choose their broadcast allotment as long as it is the same one more than twice a week.

Networks have expressed themselves as favorably disposed toward the rule. It relieves them of schedule obligations and permits them to give the listeners a wider variety of bands. In the case of the CBS Artists' Bureau, particularly,

DeSylva, Brown, Henderson Shingle Coming Down; All Crawford Now

Joe Hiller Comes Back With New Pitt. Nitory

Pittsburgh, Nov. 5. Joe Hiller, at one time representative for Watson-Brylin-Snyder, but more recently a night club operator here, is swinging back into action next week after a temporary retirement of two years. He's opening a downtown spot which he will call the Music Box. It's on Liberty avenue, in a basement formerly occupied by a cafeteria. Last week Hiller operated here was a show band, which he ran for two years, part of that time with Eddie Klein, who's now running the 400 Club here.

'LIFE' SETS BACK W. G. NITERY TILL NEXT YR.

Joe Moss taken over the Winter Garden, the Shuberts' Broadway house, next year instead of this season in view of the unexpected effect of 'Life Begins at 4:30,' and will convert it into a cabaret. Moss' partner in the Hollywood restaurant, Jacob Aron, will not be in on this venture. A picture name is being negotiated for to head the new cabaret-theatre.

Detroit Niteries

Detroit, Nov. 5. The Club Roberts, managed by the three Roberts Brothers who appeared here at the Fox-Town Club, opened last week in the redecorated and remodeled coffee shop of the Hotel Detroit.

Nice business opening week in all clubs except Penthouse, Manhattan and Webster doing poorly.

Another opener, the Pioneer, former popular speakeasy, has been turning them away since it opened two nights ago.

ORIOLE TERRACE CLOSES

Detroit, Nov. 5. Several acts were left here last week when the Oriole Terrace hung a 'closed' sign on the door. Club was under the management of Joe Lipitz.

Leo Edwards added to professional staff of Acer, Yellin & Bernstein.

Bobby Crawford, president of DeSylva, Brown & Henderson, Inc., is dropping that firm name and changing everything to Crawford Music Corp. That's been a subunit until heretofore to handle standard stuff, with the major firm name continuing as DeS., B. & H., after the original founder-members of the firm of which Crawford was the fourth co-partner and president.

After one of the most signal successes in the annals of the pan-alley, B. G. (Buddy) DeSylva, Lew Brown and Ray Henderson, DeS. is falling out, which for a time left Brown-Henderson alone as a writing team. This was when the trio had coaxed simulcasts during the 1929 picture musical boom, at which time DeSylva, a native Californian, expressed favoritism to Hollywood and an extended film career.

Since then Brown and Henderson have also split up and the trio is now divided into three separate camps, each writing with new partners. (In this respect the DeSylva, Brown & Henderson breach rivals the Acer, Yellin & Bernstein, Inc. firm, of which Jack Yellin is no longer a member though having fallen out with his writing and business partner, Milton Acer. Once previously, also, Henry Waterson alone comprised Waterson, Berlin & Snyder Co., when Irving Berlin and Ted Snyder left the combine.)

Crawford has on various occasions dreamed of rounding what to him is the greatest songwriting combo in the business, and has even entertained offers on behalf of the trio for pictures, only to find that each had other plans and that another series of DeSylva, Brown & Henderson simulcasts was out of the question.

Since then Harnas, Inc. (or its affiliates) have published the scores of these writers when they did legit shows.

Currently, 'Say When,' muscled by Jack McGowan, Ray Henderson and Ted Koehler, he being published by T. H. Harnas Co. (a branch of Harnas, Inc.), but the copyrights of the songs are vested in A. L. Korman, attorney for Henderson, who, incidentally, is also legal mentor to Lew Brown. Latter's forthcoming 'Calling All Stars,' because of its Warner Bros. financing, will be published by Witmarks, a WB subunit, which, too, is an ally of Harnas.

Crawford, since losing the trio of stars who lent their names to his firm, has been fostering other songwriters, notably Mack Gordon and Harry Revel who, while working for Paramount, are exclusively published by Crawford and not via Famous Music, which is a Par sub.

Crawford goes to Hollywood Nov. 19 for another business trip.

Pitt. Band Shifts

Pittsburgh, Nov. 5. Restlessness of band situation at William Penn hotel exemplified again with withdrawal of Jack Pettis' crew after four weeks in favor of Paul Pendarvis, who returns to Chatterbox Monday (12). Pendarvis was at the Penn for couple of months this summer.

Jerry Mayhall followed him in with a local band and when Mayhall decided to become musical director of Alvin theatre, the hostelry signed Pettis. Latter had to use Mayhall's men for three weeks due to a contract with musicians' local. Pettis, who has been doubling between William Penn and exclusive outlying spot, Towne Club, will continue at latter place. Pendarvis returns for an indefinite stay.

Lopez 'Storming'

Beverly Hills, Nov. 5. Vincent Lopez closed his engagement at Beverly Wilshire hotel Sunday (4) and goes on tour. First stop is Casino Gardens at the beach for one night (4). Hostelry not decided yet on incoming combo.

Sam Rubin, publicity man, associated with Paramount-Detroit Theatres, and more recently with Geo. Olsen as his press rep, has become a partner of C. P. McIntyre in an ad publicity agency.

NIGHT CLUB REVIEWS

Palais Royale, N.Y.

Don Marden has a good opportunity with the Palais Royale in a famous environment on one of the most centrally located corners of the world, Broadway and 48th. If he got away from the mass show idea which the Hollywood, Paradise, Casino du Parais, et al. essay.

If Marden were different, gave 'em that crack Dorsey Bros. damnation and a smart, bright little show—forgetting all about the nudes, the revue, the production and the dozens of choristers—and emphasized the idea that from 7:30 to 8:15 the diner may see a satisfactory pre-theatrical diversion, he would do lots better. The idea of getting 'em out for the show—which is why so many are in the midtown sector, in the first place—is something which the lavishness of the competitive, nearby spots can't undertake.

Hollywood, Paradise or Casino, for example, give out so generous a show that both the establishment and the public know that a film, at best, may be taken in after they get out of these elaborate cabaret-theatres.

Hence the Palais might do itself plenty of good by catering to that bunch who might enjoy a leisurely 7-8:30 dinner, with a little dancing and a few acts, and know they can get out in time.

The show as unfolded currently is elaborate enough but somehow uninspiring. The ingredients are there, but lacking. There are some ingredients—Morton Downey as the star, Danny Healy as the smooth m.c. and show-bacter that he is, plus a few other acts—could combine into a pip of a show. After theatre it may be permitted to run wild, but the same frugality of time and talent would be smart, just for contrast to the plenitude that obtains elsewhere in the immediate vicinity.

Instead, the McHugh and Fields revue runs on and on. There are the Tick-Tock girls, a female Yacht Club combo, whose stuff is as you-like-it. Some of their peculiar verbiage is a question.

Mildred and Marjorie are the dance team. Nancy Healy is a stoppage who reminds of a femme Mai Lettier; she also leads some of the numbers. Kay Weber warbles in the front of the crack Tommy and Jimmy Dorsey Bros. orchestra. Bob Crosby (Ding's brother) is also there for a specialty program. Ann Graham, from the hit, also works with Crosby in some of the bus-buses.

The Pearl Twins are others prominent in the personnel with their cute song-and-danceology. Downey registers to the extent of a flock of encores, working smoothly and very much at ease on a café floor with the mice not obliterating his personality. His "Two Cigarettes" and "Never Had a Chance" medley is a nifty coupling and the audience requests leave no doubt as to his marquee appeal. Downey's in here on an indef book-ing.

Among the production outstanding is a hula finale with native Hawaiian girl among the leaders, although the general ensemble in this instance is chiefly eclipsed by the nifty costuming and staging.

Some of the routines are hold-overs from Marden's Riviera road-house, including the lost in a Fog which, by now a familiar albeit worthy air, could be curtailed to advantage. There are about 25 girls, including a half dozen nudes. He that nude stuff, that's some out of style somehow also. It was dated already last season. It reminds of Godiva gag on the white horse-folks haven't seen a horse for so long.

Marden, of course, has other ideas about the Palais. He was going to blow the spots altogether and concentrate on the Riviera. That Englewood, N. J., roadhouse has closed, however, meantime, what the show is everything. It may register for the holidays as it's a pet idea of the café man to run

it the year round. It's been a summer money-fever. Another Marden idea is an elevated platform for the show—a good idea, a la the Paradise.

Palais also has an undesirable b.o. advantage in that \$1.50 dinner (it's \$2.50 minimum at ringside, no cover). Cuisine is good and if the show is brightly paced he can do all right in face of much stiffer overloads for show, bands, etc.

Abel.

CUBANACAN, N.Y.

This near-Harlem niter with a McCoy Havana atmosphere is one of the most novel nite spots in New York. The minute it should rise up and ape the Broadwayland cabarets it will lose its charm. For the chief appeal is the authenticity of everything, from the native Cuban Don Rafael orchestra to the Cuban rum rations and Cuban cuisine.

Ramon Sabat had an idea with the Cubanacan last season in erasing something different in Latin entertainment, and started putting it over on the strength of a pip rumba band an unusual atmosphere. So much so that Opellian and Pimiento, that berserk rumba combo was lured away by the Shuberts for the 8:40 revue at the Winter Garden. This season he should clinch the spot.

Currently Rodrigo and Lila, tangos; the comedy ABC Trio, which keeps around the parts for months; Juanita and Antonio, rumbas; and the band do their stuff.

Sabat is an affable host and m.c. in one, doing a sort of Cuban Joe which keeps his customers and presenting his show. Wisely the band, because of its novelty, is given fullest opportunity to edify the hooding artists, and that rumba rhythm usually inspires the most lethargic feat. Hence the show is kept trim, but while it lasts it's fast and furious.

Some unusual native Cuban dishes will intrigue the hunter after gastronomic novelty after having already found this novel corner of Havana in Harlem. No cover and tariffs quite reasonable. Come for the midnight whoopee; it's really snafu then.

Abel.

Netherlands Bar, N.Y.

This is the new bar of the Hotel Sherry-Netherlands and deserves some distinction for the record as illustration of the speakery influence on 1934 night life. This room, one of the most elegant of the staid hotel's cocktaileries, is definitely in the Urbanesque motifs which first cropped up in the drinking restaurants of 1931-32 just before repeal.

It was the evolution from post-Volstead jazzium up until the 1929 debacle when Wall street laid an egg and people got their wits together. That had nothing to do with the lighter moments in less bizarre, less hectic and more suave surroundings. Thus came about these lavishly upholstered laid-back, some costing as much as \$70,000 to outfit (only of those fell months the ire of the enforcement squad during an era when general leniency against 11-kicker sellers seemed to be generally accepted) and from which has now come these equally tastefully done bars, cafes and lounges.

Hotels, under legal auspices—and rightly so,—are capitalizing on a habit created, built up and nurtured under low, comfortable circumstances. It can only be to the credit of the hotels if they foster patronage by dispensing choicer brands of vintages, maintaining general high quality, insuring circumspect service and offering other embellishments in talent or some sort of diversification.

The hotels can well do so for they are not only a specialty bar for their liquors and haven't had

any of the headaches and travail of "protection" and bootleggers to contend with since Dec. 5, 1933.

Netherlands bar seems to recognize this, for it's one of the niftiest locations on 8th avenue and 58th, right on the corner, opening off terrace café which is the top spot for imbibing around town, and should become the location of the establishment but for the common psychology of the public against getting off the main floor for anything.

Done in a beautiful green and black—a relief from the reds and blues—it features a peripatetic snack bar, Alexander Hays and his gypsy ensemble, the intriguing personality of Gypsy Marloff and her accordion, Harry Lennon and his guitar and voice, and Maximilian and his violin.

THE BARN, BALTO

Baltimore, Oct. 31.

This room in the Lord Balto hotel was originally unveiled as a niter last winter during the post-repeal blare, and did well till the heat of summer drove the crowds into outdoor spots. This season room has been subjected to an overhauling and last year's label, Terrace Club, has been changed to The Barn. Nothing, however, bucolic about the spot; no hoke effects; strictly class in men and appeal. And his has been business since the start.

"Sleepy" Hall's 12-piece orchestra exudes the dance music, which is best in town currently. Outfit, for reasonable reasons, has already built a following that is making itself felt. Floor shows are changed weekly, booked in by the new Meyer Davis-Bobby Sanford combo on a budget of around \$250. Currently, entire show consists of Grey Family, standard and familiar vaudeville team. (Familiarly called "The Grey Family.") Consists of four comely girls and two lads displaying in a 20-min. display of solo, duo, trio and ensemble songs and stunts.

The group is nicely costumed (there are several changes) in togs that look so glossy the clothes must be getting a break-in here. Shows are received with but polite attention and applause, but is understandable in this environment. In Balto the masses greet all entertainment with vociferous hand-plaudits, and the classes just look on. And this is a class camp.

Three shows nightly, one at the dinner hour. No cover, \$1.50 minimum during week; \$1.50 through week-ends. There's a nice dinner at a buck and a half that's pulling plenty customers in early hours of evening. Wine, likers and food the best hostess has to offer, and just about as good as town affords.

CASCADES, BOSTON

Doston, Oct. 26.

In spite of a rash of niteries in the Hub this season with Boor shows in nearly every basement and roof, this pop priced stand atop Hotel Bradford is more than holding its own. Maybe the green-white-coral moderne - classical decorations and the new "Sweetheart Bar" help, but the bag of entertainment unloaded here this week is as good as they come in the book and been town.

Even before the show takes off the site club regular realizes he's seeing something unique; there is no m.c. Joe Rine, yet bawdy waver and entertainer, working with a 10-piece orch, has m.c'd many a stage, club and radio show, but at the Cascade he's eliminating him-elf as head man and throws the show into the performers' laps. Only once does he cut into the proceedings, to introduce Perry Lipson, guitarist from band, who bores his bit with ballad which cues Ruth Spaulding, seated at table, for war-bite solo that clicks. To complete the production, gagging leader steps down from rostrum to invite

(Continued on page 87)

N.Y. Hotel and Niter Biz Big All Over; Conservatives Mull Attractions

35-HR. WEEK UP

Publishers Consider Adoption of Short Stanzas

Standard publishers will meet Wednesday (14) to decide whether they will agree to the 35-hour week suggested for the music industry by the NRA administration.

John G. Paine, chairman of the Music Publishers' Protective Association, has written P. A. Markland, NRA administrator for the publishing industries, that his organization would prefer that the entire contingent of five pop delegates to the code authority be elected from the ranks of the industry and that the MPPA as an association be left out of the election altogether.

In refusing conclusions submitted by the NRA law department Paine declared that the MPPA as an association at no time had anything to do with the preparation or presentation of the pop publishers' code and subsequently he saw no reason why the MPPA should be bound by the code of ethics set up by the board. MPPA, said Paine in his letter, has never functioned as a trade body but rather as a protective association, and that even though the code of ethics embodied in the music code is part and parcel of the MPPA's by-laws there is no reason why that organization should be made to conform to the rules and regulations laid down for trade associations by the NRA.

NRA law department had the week before demanded that the MPPA modify its constitution so as to make it gibe with the trade association regulations of the NRA. Among the things objected to by the NRA was MPPA's scale of dues, the penalizing rights it holds, and the salary paid the chairman.

"Song Sharks" In his letter to Markland Paine asserted that, although he wasn't disposed to have arrangers included in the code, some provision ought to be made to cover the "song sharks" in the business. These "song sharks," said Paine, call their business a service in which they offer to do the arranging of a composition for services. It was his opinion that the code should not be altered so as to allow this element to escape any of its rigid provisions.

Indications are that the NRA will yield a point to the music industry and allow the publishers a 35-hour week. Standard men as represented by the Music Publishers Association of the United States are insisting not only on this concession but the right to elect four of the five standard delegates to the code authority out of its own ranks. As it now stands the code allows the MPA three reps to this board.

Hollywood restaurant, on the Troy-Rensselaer road, playing a floor show featuring Louie Lamentino and Freddy Engel's orchestra.

MET YOUR FAVORITE STAR OF STAGE AND SCREEN AT MIKE FRITZEL'S

CHEZ PAREE

614 Fairbanks Chicago Delmar 4835

Hotels are finding that attractions get 'em extra business and even the conservative St. Regis, New York, is now creating the suitable attractions. General big atty trade around New York has pegged things up.

Rainbow Room in Radio City is doing landoffice trade. Lucienne Boyer, payrolled at \$3,000 a week, is going out. She returns to Frances shortly. Bonnie Lilian, due in from London this Friday, or Marion Chase from the Central Park Casino, who left that spot due to differences with the management, are being approached. The present dance team, Cole and Pierce, is being replaced by Lydia and Jereako, from the Chicago arteries in a fortnight. Not known whether the Jolly Coborn orchestra holds over.

Hotel Pison with the DeMarros and Emil Coleman's orchestra are doing bullish biz; ditto the Waldorf-Astoria with Guy Lombardo.

Class Gaps

Place Piquante of the class arteries, headed by the aristocrat Bev Symington who's drawing the blue book biz, is among the top money-getters. Phil Harris and Leah Ray are leaving that spot but Earle and Louise Brooks, dancers, and Harry Rosenthal's orchestra hold over. Peppy's Chapans fringe s.s.g. this season. Casino is also rather tepid this year, doing sporadic biz.

Each of the other smart hotels is pecking and cashing in on a consecutive biz from luncheon through the cocktail hour; now an unexpected big source of extra syrup, dinner and supper. Knosh has some sort of an income entertainment to encourage the bar receipts.

FARMER AT MARIANNE

William Farmer will head the dance unit at the Chez Marianne, 52nd street, N. Y., spot, which unveils Thursday (9). Controlling interest in the niter is held by Al Davis, Westbury, L. I., horseman.

Floor diversion will consist of Marianne Davis, Big Ramon and a ballroom team.

A Musical Treat
LEON NAVARA
and His Orchestra
providing tantalizing dance romps at the beautiful Hotel St. Morris "on the park" in New York. They're "clicking" because they play the "click" songs, namely:

"LET ME BE A FOOL"
"I SAW STARS"
From the Radio Center "KID SITTIN'" recording
"WHEN MY GIRL COMES IN"
"YOUR HEAD ON MY SHOULDER"
"AN EMBLEM OF MUSIC"
"MY TURTLE"

ROBBINS
MUSIC CORPORATION
770 SEVENTH AVENUE
... NEW YORK ...

THE FIRM OF

E. S. L. L., PRINCE HENRIERSON INC.

WILL HENCEFORTH BE KNOWN AS

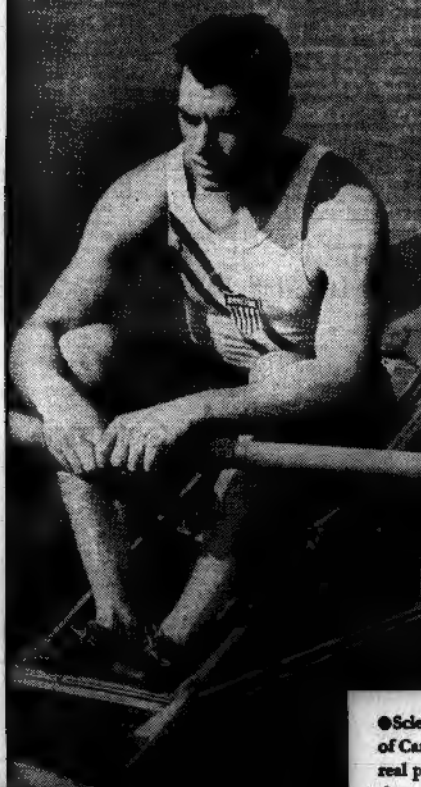
THE FIRM OF E. S. L. L., PRINCE HENRIERSON INC.

ROBERT CRAWFORD, President

745 Seventh Avenue NEW YORK CITY

Vice-President and General Manager, ROCCO VOCCO

WANT TO RELIEVE
TIREDNESS ? . . .



GET A LIFT
WITH A CAMEL!



ARCHITECT, W. R. Ballard says:
"When business makes heavy demands on energy, smoking a Camel smooths the way. When I feel listless, a Camel restores my energy. My mind is clearer and more alert."



YOUNG SOCIETY MATRON:
"Camels are a grand-tasting cigarette," says Mrs. Allison Boyer. "They are so mild and rich. And it's marvelous how smoking a Camel revives my energy."



COLLEGE STUDENT, Richard Whitney says: "After a long, hard session, a Camel tastes simply sweet! And what is more important, it refreshes my energy and I feel fit as a fiddle in short order."

TOBACCO MEN ALL KNOW:

"Camels are made from finer, more expensive tobaccos—Turkish and Domestic—than any other popular brand."

Science has confirmed the "energizing effect" of Camel cigarettes. And actual experiences of real people bear out this scientific discovery—that you get a delightful "lift" with a Camel. As Bill Miller, famous all-around athlete and 4 times National Single Sculls champion, explains it: "Many people have commented on how quickly my energy seems to come back after a hard race. The secret is, I think, that it is my custom to smoke a Camel after a race. With me, as with other smokers, Camels quickly refresh me and revive my energy. And Camels never upset my nerves."



JOIN THE NEW CAMEL CARAVAN

Every Tuesday and Thursday Night

WITH

ANNETTE HANSHAW
WALTER O'KEEFE TED HUSING
GLEN GRAY'S
CASA LOMA ORCHESTRA



ANNETTE HANSHAW

TUESDAY

10:00 P.M. E.S.T. 8:00 P.M. M.S.T.
9:00 P.M. C.S.T. 7:00 P.M. P.S.T.

THURSDAY

9:00 P.M. E.S.T. 8:30 P.M. M.S.T.
8:00 P.M. C.S.T. 7:30 P.M. P.S.T.

OVER COAST-TO-COAST—WABC—COLUMBIA NETWORK



NEWSPAPER WOMAN, Greta Palmer says: "When I'm up to my neck in work, I find that smoking a Camel is a great relief. It brings that renewed energy... well-being... comfort... just the 'lift' I need."

CAMEL'S COSTLIER TOBACCOS

NEVER GET ON YOUR NERVES!